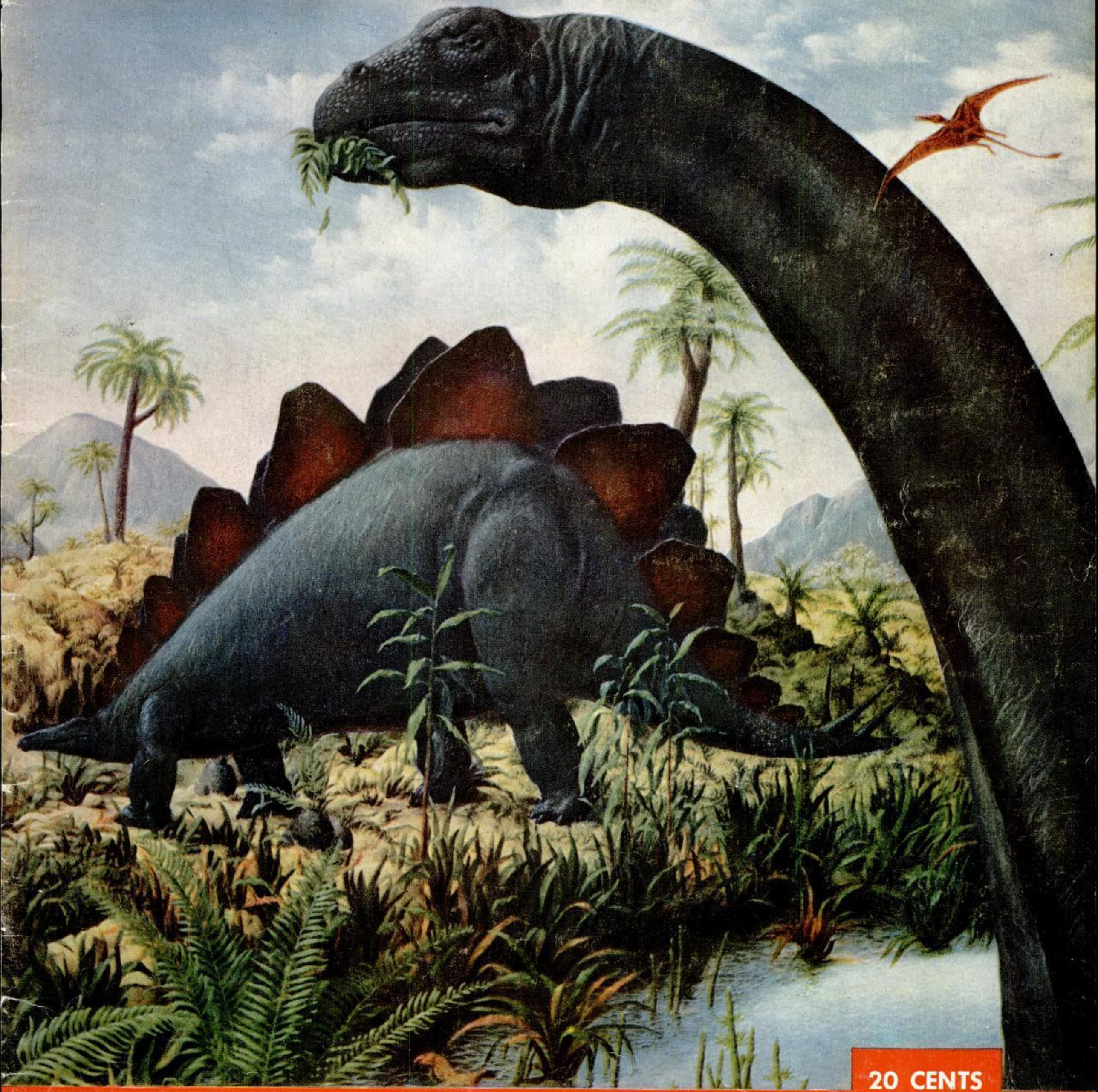
LIFE

THE WORLD WE LIVE IN: PART V

TWO BILLION YEARS OF EVOLUTION



20 CENTS

SEPTEMBER 7, 1953

REG. U. S. PAT. OFF.

QUALITY
STYLE
CRAFTSMANSHIP

FORSTMANN
100% VIRGIN WOOL
©

Look for this label... it identifies
the finest woolens in the world

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

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25¢ TO YOU

for trying this new anti-enzyme tooth paste



Linda and Peggy Jones, sparkling IPANA A.C. twins

Product of Bristol-Myers

IPANA A.C. FIGHTS BACTERIAL ENZYMES!

Ammoniated to reduce decay
Chlorophyll to stop bad breath all day

Each brushing with IPANA A.C. Tooth Paste protects your teeth from acid-producing bacterial enzymes. IPANA A.C.'s special ammoniated ingredients destroy enzymes and thus reduce decay. And IPANA A.C. contains chlorophyll, too, to stop bad breath all day!

GUARANTEED NOT TO STAIN!

No stains on fabrics, toothbrushes or wash-basin! IPANA A.C. is the only tooth paste certified not to stain by the American Institute of Laundering.



1. Buy the economical giant (63¢) tube of new anti-enzyme IPANA A.C. wherever fine drug products are sold.

2. Mail the empty carton, with your name and address, to IPANA A.C., Dept. AA-93, Box 100, New York 17, N.Y.

25¢ in cash will be promptly mailed to you. Offer expires Dec. 31, 1953. Limited to one per family. (Offer good in continental limits of U.S.A. and Canada only.)

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a-weigh we go...for EZ!

First stop: the scales! Then off to buy famous E-Z children's underwear . .

***labeled by weight as well as size.* That's the ticket for perfect fit in sturdy,**

shrink-resistant, *sensibly priced* E-Z underwear and sleepwear

E-Z Mills, Inc. Empire State Bldg., N. Y. 1, N. Y.

A—E-Z short sleeve shirt with EZ-ON neck. 3 mos. to 3 yrs., with diaper tapes, 65¢; without diaper tapes, 59¢.

B—E-Z 2-pc. pullover sleeper with EZ-ON neck. Gripper waist and self-help elastic back.* In pastel colors. 1 to 4, $1.89.

C—E-Z infant's gown, with EZ-ON neck. Mitten sleeves. White or pastels, $1.19. Gay prints, $1.59.

D—E-Z boy's athletic shirt, 2 to 8, 50¢ and 59¢; 10 to 16, 59¢ and 65¢. E-Z boy's rib knit briefs,* 2 to 8, 59¢; 10 to 16, 65¢.

E—E-Z boy's long sleeve ski bottom pajamas* 4 to 10, $2.39; 12 to 16, $2.89. Also for girls.

F—E-Z girl's shirt with EZ-ON neck. 2 to 7, 75¢; 8 to 14, 89¢; E-Z girl's flat knit panties.* White, pastels, 2 to 7, 50¢; 8 to 14, 65¢.

G—E-Z infant's 2-pc. sleeping bag* with EZ-ON neck, snug mitten sleeves. Pastels, $1.89.

H—E-Z short sleeve tie-side shirt. 3 mos. to 2 yrs. with diaper tapes, 75¢; without diaper tapes, 69¢. E-Z training pants* with double back non-sagging two-way stretch. Sizes 1 yr. to 3 yrs., 50¢.

I—E-Z boy's winterweight short sleeve shirt with crew neck. 2 to 8, 69¢; 10 to 16, 89¢. E-Z boy's winter weight mid-thigh shorts,* 2 to 8, 69¢; 10 to 16, 89¢.

**with heat resistant elastic*



on the family for generations

Available in Canada at slighty higher prices.

E-Z UNDERWEAR & HOSIERY FOR INFANTS & CHILDREN, MEN & WOMEN

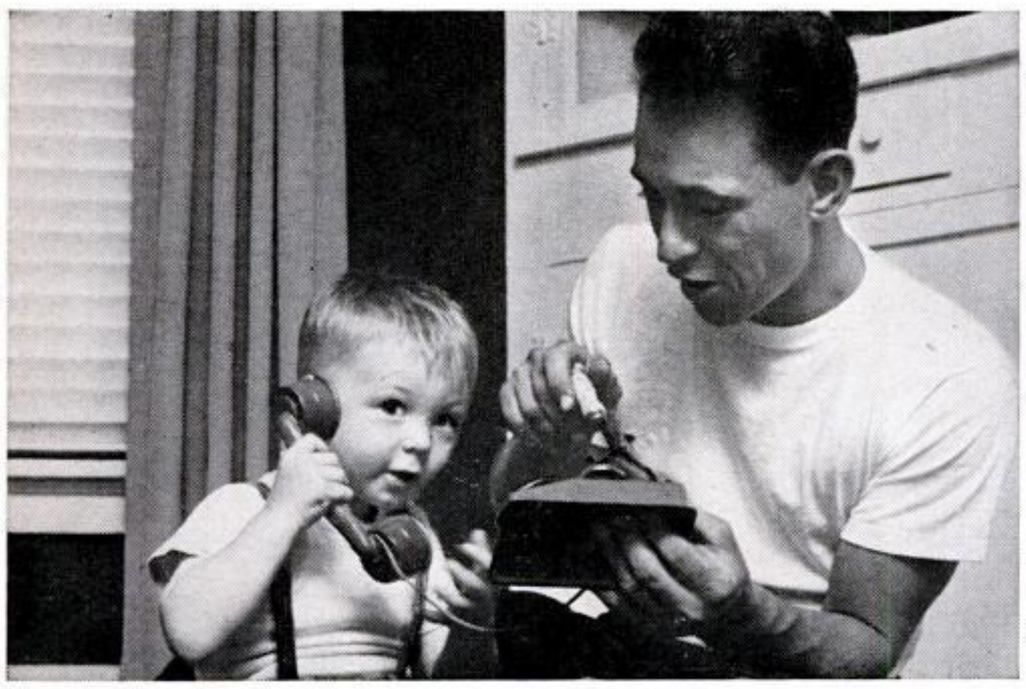
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THE O'SULLIVANS AT HOME. Clarence M. O'Sullivan, construction foreman with thirty-four years' experience; daughter-in-law Marilyn, clerical assistant for five years, and Mr. O'Sullivan's sons: Don, a telephone installer with seven years' service, and Clarence C., cable repairman with thirteen years' service.

Fifty-nine Years of Telephone Service

FATHER, TWO SONS AND DAUGHTER-IN-LAW ALL WORK FOR THE TELEPHONE COMPANY



TELEPHONE MAN OF 1970. Clarence C. O'Sullivan's son, Mike, likes to pretend he's a "telephone man." And he will be when he grows up, if he follows in his family's footsteps.

When Clarence M. O'Sullivan started to work for the telephone company, back in 1919, he started a family tradition. Since then two sons and a daughter-in-law have also decided on telephone careers. They have a total of fifty-nine years' service.

A recent U. S. Government survey gives some interesting figures on the length of time men and women have served with their present employers.

By comparison, the length of service for women in the Bell System is twice the average for women in other industries. For telephone men it is nearly three times the average for other industries.

This longer length of service, which indicates job satisfaction, also has a value to the telephone user. It helps us give better service to everyone.

Bell Telephone System

This One

XK2D-DR2-355J

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AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of <u>real</u> coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!



Reach for the jar with the stars on top!



A Product of General Foods

The only instant coffee with that <u>GOOD-TO-THE-LAST-DROP</u> flavor!

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THERE'S A BIG DIFFERENCE
in mattresses—so for
truly restful sleep, ask

What's Inside?

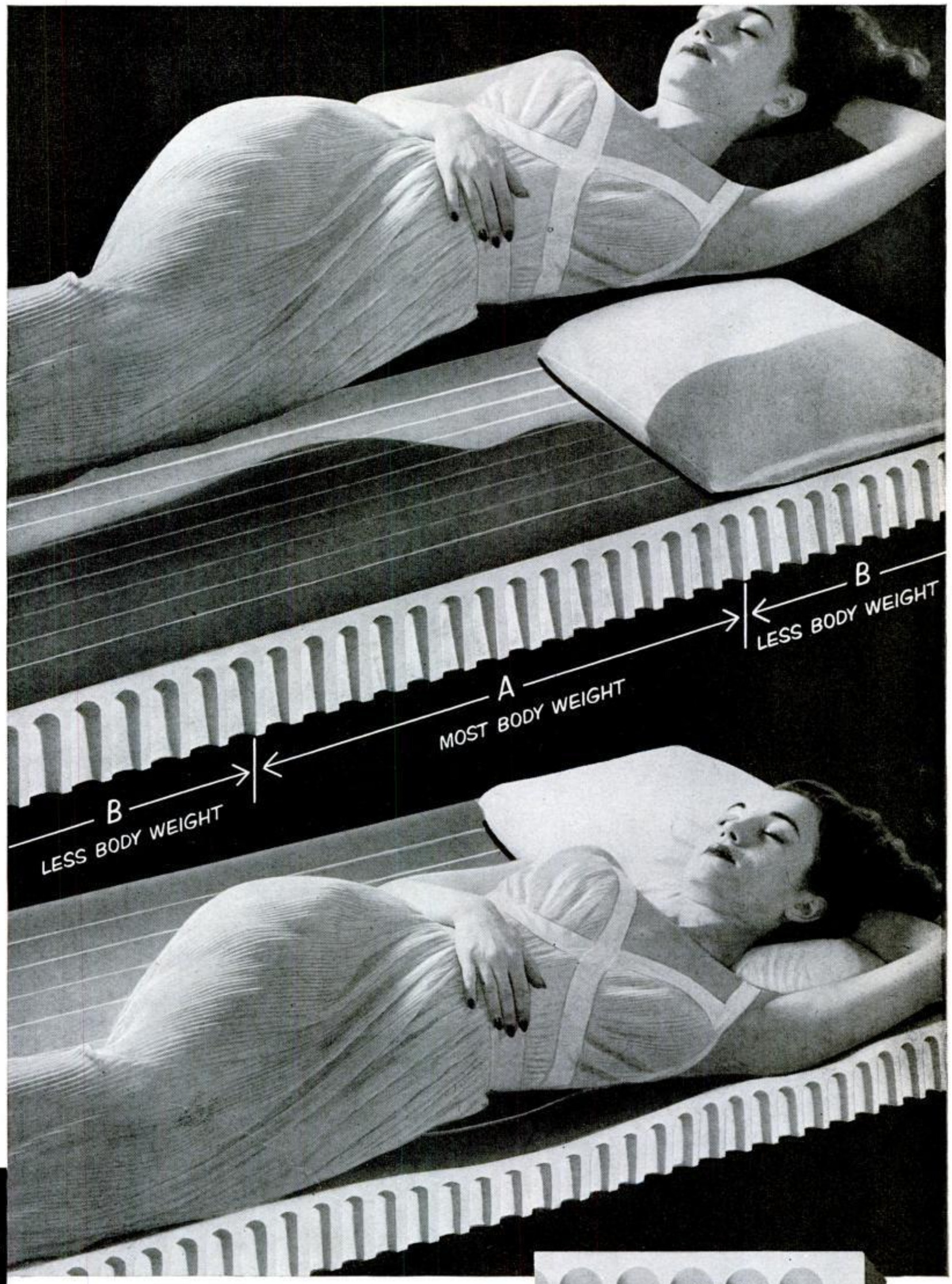
All mattresses are flat, but your body isn't. You have many curves and hollows that require uniform support for relaxing, refreshing sleep. That's why there's nothing so restful as an AIRFOAM mattress.

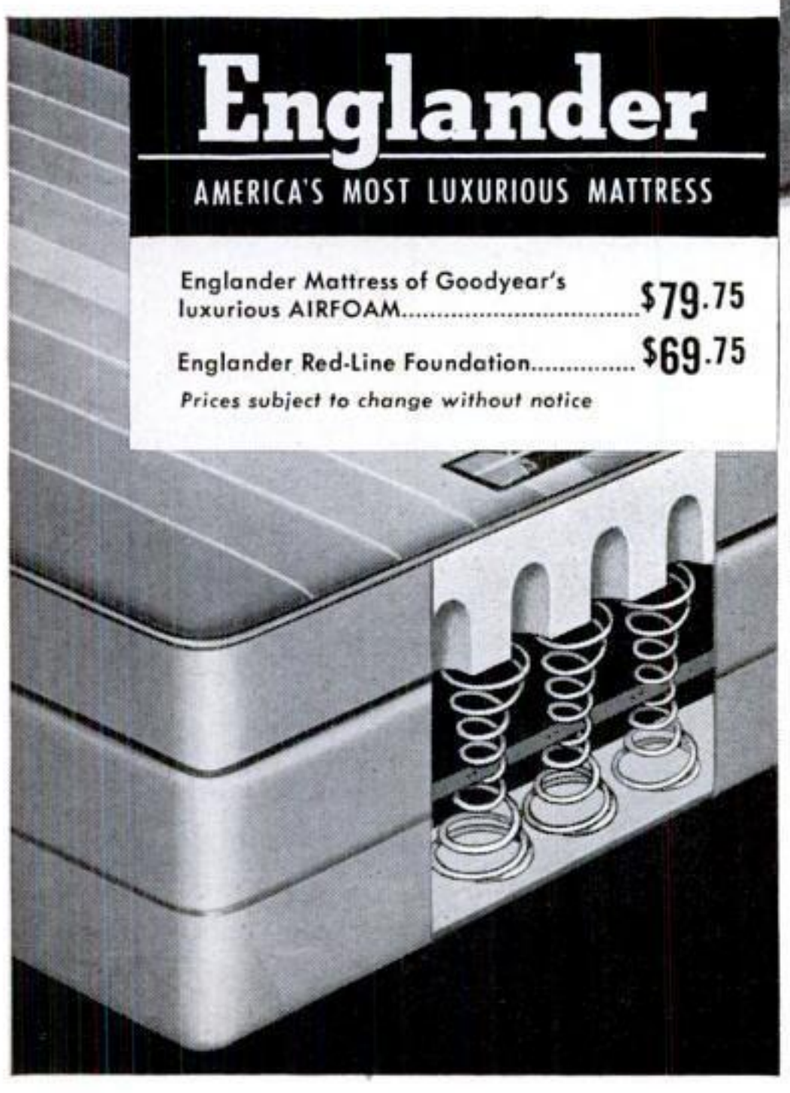
An AIRFOAM mattress snuggles up to you, because it contains more than half a million tiny air cells in every cubic inch. Under pressure, these airy cells billow up against your body, supporting hollows and cradling curves, relaxing every muscle. And as you see above, the weight-cushioning foam columns are thicker, in the center of the mattress (A) where your body is heaviest; thinner, at head and foot (B) where you weigh less—insuring level, restful support.

Cool, odorless, non-allergic! With an AIRFOAM mattress, your sleep troubles vanish. It doesn't harbor allergic dusts, stays plump, sweet, airy—*and never needs turning!*

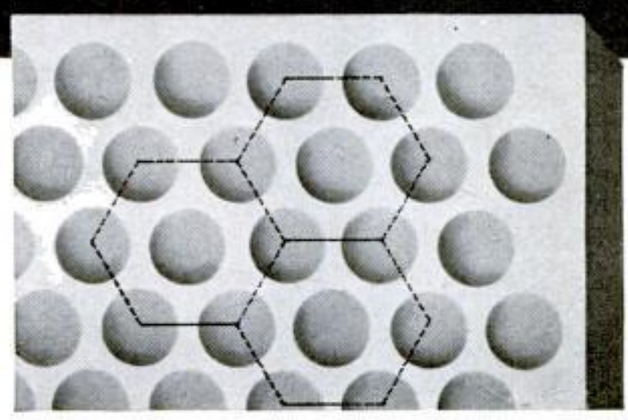
Combined with the Englander Red-Line Foundation, you have the world's finest team for night-long sleep. This unique foundation with its dual layers of springs complements AIRFOAM as nothing else can! So for your own sake, before you buy another mattress, ask "What's Inside"—and be sure the answer is AIRFOAM.

Goodyear, Airfoam Dept., Akron 16, Ohio





WHY AIRFOAM MATTRESSES LAST LONGER. This underside view of an AIRFOAM mattress shows how the air-cores are molded in a hexagonal (honeycomb) pattern. This unique Goodyear construction keeps your AIRFOAM mattress in shape, adds years of extra life.



Airfoam MADE ONLY BY

GOODYEAR

THE WORLD'S FINEST CUSHIONING

Red-Line—T.M. The Englander Company, Inc., Chicago Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

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MR. KVAMME HAD REASONS...

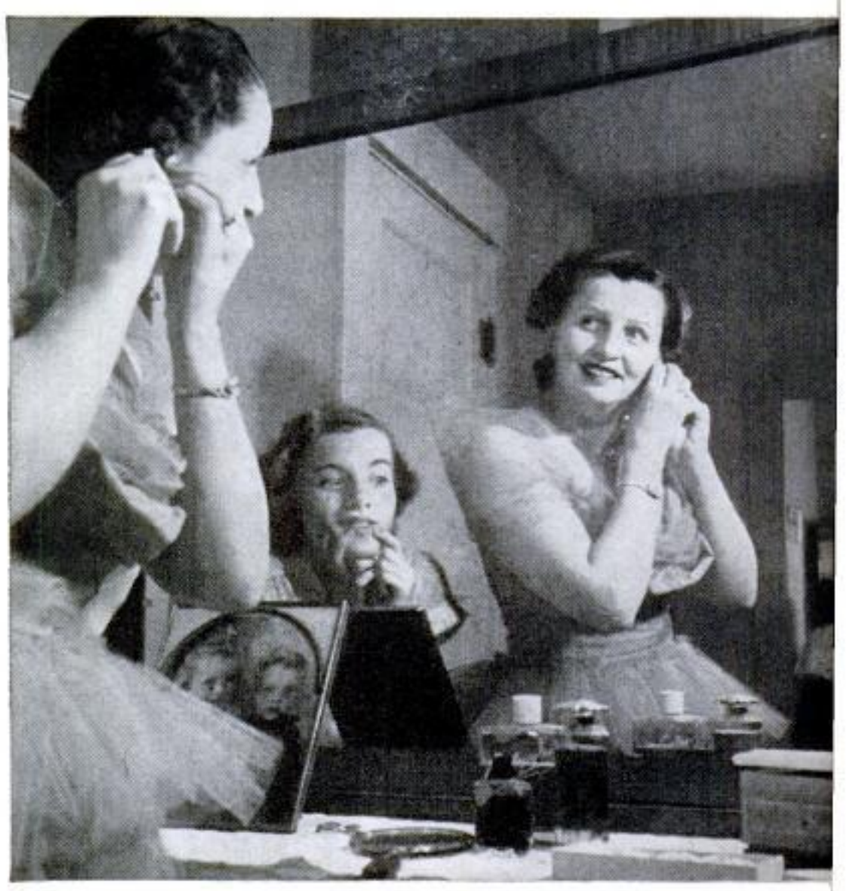
Having children makes any man take a longer look at the future. How New York Life agent Sandlie helped this Montana family plan ahead may be of help to you . . .

HERE is a picture of two children walking down the street in Malta, Montana. They are on their way, as they might be any summer afternoon, to see a movie or do some shopping or stop at the corner drug store for a soda.

Their names are Bernadine and Jimmy Kvamme —and today the future looks very good to them, indeed. Their Dad is a successful car dealer in Malta. They live comfortably in a neat white house with a big green lawn. They enjoy their school and Scout activities. And they have been assured by their parents that they will be able to go on to college and prepare themselves for whatever careers they ultimately choose.

To their father and mother, Bernhard and Clara Kvamme, this self-assurance of their youngsters is very gratifying. Because they can remember times when, in their own younger years, their future looked far less promising, far less secure.

Bernhard Kvamme was born on a farm in Palermo, North Dakota. At fifteen he left the farm



Clara Kvamme, an efficient, meticulous housekeeper and a fine cook, doesn't believe women should let housework "get them down," should manage to keep themselves well groomed for an occasional evening out with the family.

All names and statements in this advertisement are authentic, and are published by permission.

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to work in a hardware store and to go to high school. From 1933 to 1939 he worked in various garages in North Dakota and Montana, finally "settled" in Malta as "parts" man for a local car dealership.

It was in 1939 that he first met New York Life agent Bernie Sandlie and took out his first life insurance policy. It was a small one, but the Kvammes were still in their twenties and had little reason for wanting more.

However, the picture changed after Bernadine and James were born. The children presented new responsibilities—and their arrival called for a longer look ahead. It was then that Mr. Kvamme and Mr. Sandlie began planning in earnest for the long-range security of the family group, and Mr. Kvamme took out two more New York Life policies.

In 1945 he was able to buy into the company where he was employed and which today is a thriving and prosperous business. As his income increased, Bernhard Kvamme also increased his life insurance according to plan.

Today the insurance program which he and Bernie Sandlie have worked out together over the years would, if he were to die prematurely, accomplish these results: It would provide funds to send both his children through college. It would assure Clara Kvamme of an income which, with Social Security, would provide at least the simple comforts. And it would help to absorb any business debts which might exist at the time of his death.

In all, Mr. Kvamme has over $40,000 worth of life insurance today and hopes to take out even more as time goes on. Both he and his wife Clara would like to see Norway—that's where their folks came from—and they realize that, eventually, the income from Bernhard's insurance would not only make that possible but enable them to take life easier in their later years.

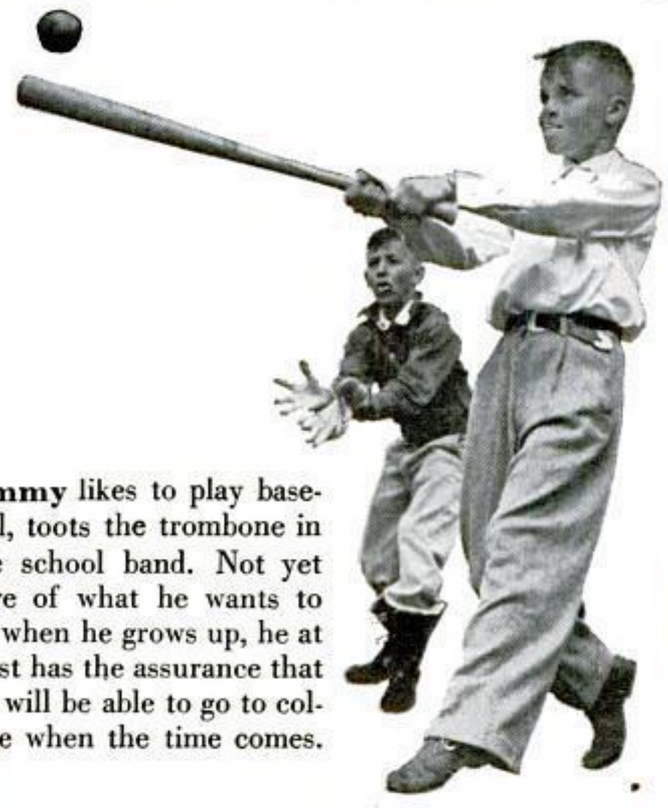
If *you* would like to take a "longer look" ahead and start building up real security for your family and for yourself, write today for our free booklet mentioned below. You will be under no obligation whatever.



Mr. Kvamme and Mr. Sandlie belong to the same business men's club, often meet at lunch. Over the years, they've worked out a well-rounded life insurance program that provides security for the entire Kvamme family.



Bernhard Kvamme's shop employs eighteen men, does an extensive new car, repair and parts business. Clara had office experience before they were married, often stops in and helps her husband—when the children let her!



Jimmy likes to play baseball, toots the trombone in the school band. Not yet sure of what he wants to be when he grows up, he at least has the assurance that he will be able to go to college when the time comes.



Farmers and ranchers like George Armstrong (right) come from miles around to do their shopping in Malta, help keep things humming at the Malta Motor Company.

VALUABLE BOOKLET

Useful and of interest to every family man

"*Planning Your Family's Security*" is packed with valuable, helpful information for the head of every household. It tells how your insurance can be used to handle emergencies, meet mortgage payments, protect dependents, provide for old age, establish funds for college, retirement or unforeseen accident and sickness. Write today for your free copy.



NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, Dept. E-9, New York 10, N. Y.

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If sweet soft drinks leave you thirsty →





Switch to Squirt ...never an after-thirst! ←

SWITCH TO SQUIRT

Never an after-thirst

Fresh, clean taste as you drink Squirt...
fresh, clean taste after you drink Squirt...
never an after-thirst!



Yes, if sweet soft drinks leave you reaching for a water-chaser, then Switch to Squirt—the one soft drink that can say and prove—never an after-thirst!



When you serve mixed drinks, and when you drink, be smooth about it ... Switch to Squirt, the SMOOTH mixer.

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LETTERS TO THE EDITORS

FUGITIVE HORNBILL

Sirs:

I enjoyed Lisa Larsen's pictures of the rufous-necked hornbill that flew the coop in Wall Street ("Wings over Wall Street," LIFE, Aug. 17) and I thought you might be interested to know that he has now landed safely in the St. Louis Zoo, where he has been named Sell High because of his long tail, and where he enjoys the company of Buy Low, a female with a short tail. St. Louis, which already had other capuchins, now has an unmatched collection of these sprightly birds.

EDMUND F. CHENET

St. Louis, Mo.



REHABILITATED FUGITIVE (LEFT)

TV GIVEAWAY PROGRAMS

Sirs:

As director of the company that sponsors *Place the Face*, I was dumfounded by your editorial ("Charity Vaunteth Not Itself," LIFE, Aug. 17) criticizing it . . . and citing it as a giveaway program, which it most emphatically is not. . . . *Place the Face* features reunions of persons who have played a role in one another's lives. We consider the small gifts awarded the guests as completely incidental to the entertainment value of the meetings. . . . Psychologists will tell you that people like to identify themselves with other persons who are made happy. If we can please viewers with good, clean entertainment, and also help a few people get together again who would not have had the opportunity otherwise, I feel we are accomplishing a good deal. . . .

ROBERT HARRIS
Director

Prom Cosmetics
Chicago, Ill.

Sirs:

Your sentiments coincide exactly with mine. The few times I have seen *Place the Face* I have found myself embarrassed for the contestants, the emcee and the audience. It seems somehow sacrilegious to flaunt one's troubles in public, and then, as a last humiliating gesture, to be *paid* for relating them. Such programs reduce very real human problems to the level of pulp magazines and soap operas.

JOAN RAFAJ

Dickson City, Pa.

Sirs:

Three years ago, after I'd been ill for years with heart disease, I asked *Strike It Rich* to put me on for a TV set. Before that I asked many people like you to help me get a typewriter so I could accept work at home and help pay off our family's debts. Nothing ever came of these requests until *Strike It Rich* helped me. An actor served as my proxy. I won $235. I got a TV set and I've enjoyed it every day since. I've corresponded with others who've been on the program, like a little girl in Dallas who asked vainly at many places for a portable oxygen machine for her heart spells. *Strike It Rich* got her the machine and a recent letter informs me it saved her life. A lady in Ohio to whom I write got $500 for an operation she never otherwise could have had in time. . . .

ALBERT J. MCELFRESH

Anderson, Ind.

Sirs:

Thank God. For months after my first viewing of *Strike It Rich*, that horrid show, I was haunted by it and fervently hoped someone would strike a blow for decency and humanity, yes for morality, by protesting. LIFE has done so. Gentlemen, we are in your debt.

REV. RICHARD KOENIG

Yonkers, N.Y.

Sirs:

Obviously some programs are better than others, but in America they all have one thing in common: one doesn't have to look at or listen to them, and they're all free. Good, bad or indifferent, they provide entertainment. More important, they sell the sponsor's products, the only thing that really matters. . . .

WILLARD SHOECRAFT
Manager

Radio Station KWJB
Globe, Ariz.

Sirs:

. . . Cheers to charity, unvaunted and unadvertised, and cheers to LIFE for sticking pins in this puffed-up philanthropy.

MRS. WALTER F. SCHUETTE

Lake Elmo, Minn.

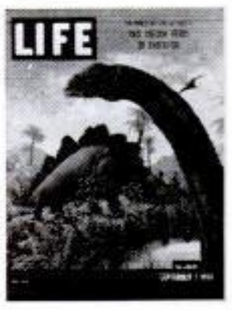
THE LOUVRE

Sirs:

Today I added to my three-inch-deep pile of LIFE's art essays this latest, most treasured contribution ("The Louvre," LIFE, Aug. 17). Your art sections are beyond price. For many years one of the biggest moments of any ordinary week has been my search for art essays in LIFE. And when I find them it's like stumbling on Kidd's treasure or the Mother Lode. Thanks to you, my interest in art and my knowledge of it have

CONTINUED ON PAGE 11

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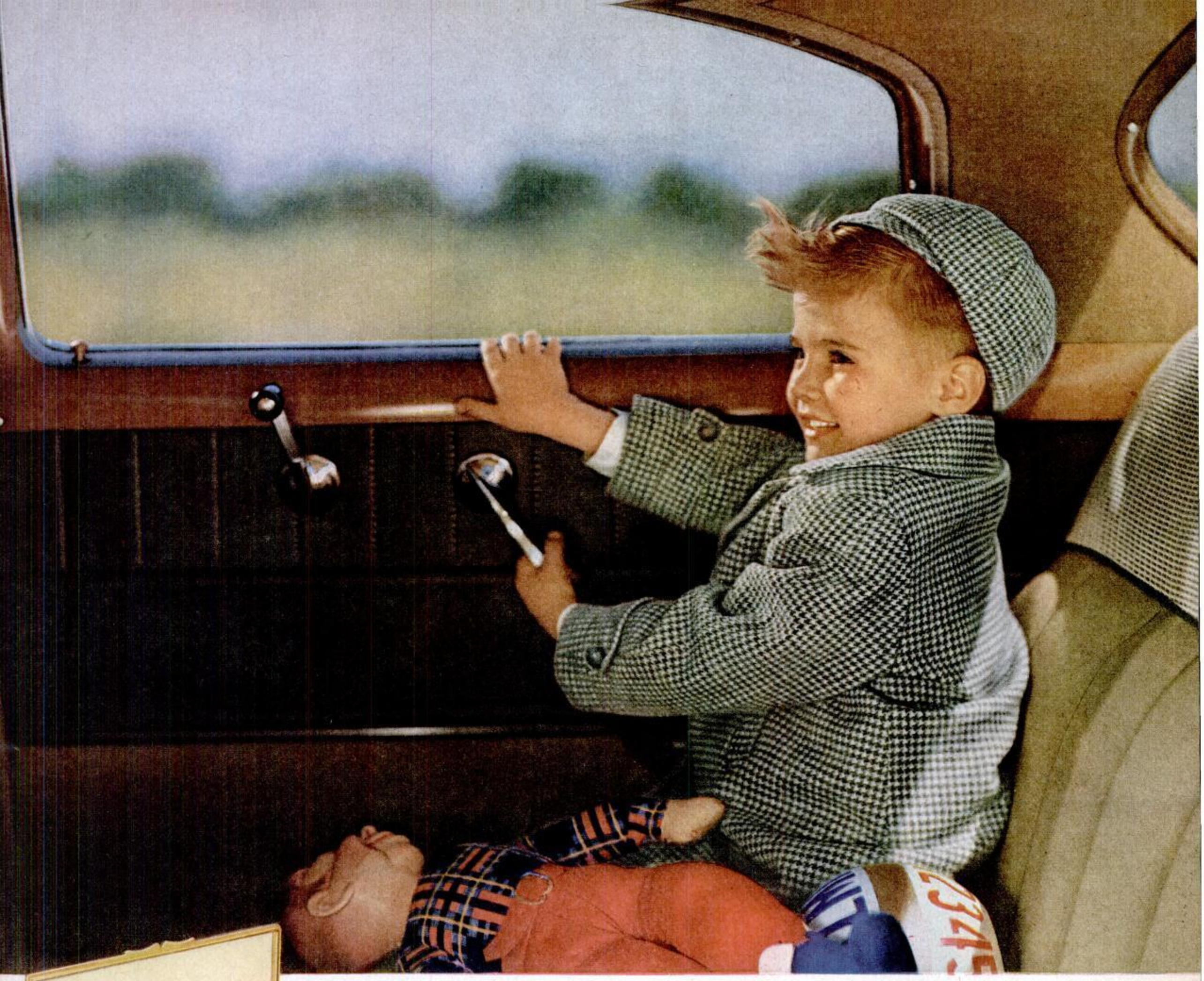
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Body by Fisher

What little hands can't do

EVEN the best-behaved children occasionally forget parental instructions.

So it's a comfort to know that your family car is designed with a thought to the inquisitive fingers of young back-seat riders. And such comfort is yours if the car of your choice has Body by Fisher.

For among the many features engineered into Fisher Body is the tiny safety catch built into the locking mechanism of sedan rear doors. With this adjusted, children cannot open rear doors with the inside door handle while the locking knob on the door moulding is depressed.

This added protection is but one of the reasons so many parents, in fact, so many motorists, call Body by Fisher—"the best body built."

And with Body by Fisher you also possess such other paramount advantages as living-room comfort, rugged and lasting construction, not to mention the beauty of fashion first styling.

Yet remember, these excellences are yours only on the Famous Five — Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac. These five cars alone offer you the added perfections of Body by Fisher.

Exclusively Yours on the five General Motors cars:

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

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NEW! EASY! WONDERFUL!

1-2-3 Fudge Sauce

Carnation Milk
makes it possible—
No other form
of milk will do



CARNATION 1-2-3 FUDGE SAUCE

ALL IT TAKES IS—

1 large can (1 ⅔ cups) *undiluted* CARNATION EVAPORATED MILK

2 cups sugar

3 squares (3 ounces) bitter chocolate*



ALWAYS SMOOTH because Carnation is a better blending, *heat-refined* milk. Luxuriously *rich* because Carnation has the consistency of cream. More chocolate-y, too, because Carnation always brings out the *best* in foods. And so easy you can't miss.

SIMPLY COMBINE Carnation, sugar and chocolate in saucepan over hot water or low heat. Cook about 15 minutes, stirring occasionally. Remove from heat; add teaspoon vanilla. Beat briskly until smooth. Serve hot or cold. Gives a festive flavor to puddings and cake, as well as to ice cream.

**For more chocolate flavor use 4 squares chocolate.*

ENJOY TWO GREAT SHOWS: On TV—Burns & Allen, CBS-TV, every week; on radio—Stars Over Hollywood, CBS, every Saturday.

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"FROM CONTENTED COWS"

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LETTERS TO THE EDITORS CONTINUED

grown beyond measure during the years you have so generously contributed to my education.

MARTHA LU BERNET
Saratoga, Calif.

Sirs:

Neatest trick of 1911: "... was the theft of the *Mona Lisa*, which ... was cut out of its frame by an Italian, who stayed in the Louvre overnight and walked out with the rolled-up treasure the next morning." *Mona Lisa* is painted on a wooden panel.

ALFRED ALEXANDER
San Diego, Calif.

● Devastatingly correct. The painting is on a panel, not a rollable canvas. Vincenzo Perugia, the thief, was plying his housepainting trade on a Louvre wall when smitten by the *Mona Lisa*, somehow managed to tuck it beneath his ample smock and walk out. Two years later he was caught in Florence when he tried selling it.—ED.

CITIZEN McCOMBE

Sirs:

I couldn't resist letting you know that "I Become a Citizen" (Aug. 17) by LIFE's Photographer Leonard McCombe is one of the best examples of different feelings toward a new country I have ever seen. It's one story I shall never forget.

BARBARA C. LIPTON
Ventnor Heights, N.J.

Sirs:

As an instructor at the Foreign Students Orientation Center held at Bennington College, I have been trying to help 40-odd students from all over the world understand a little about America. Mr. McCombe's pictures helped considerably. They tell the story of America in a forthright and human way.

JOHN HERDER
Bennington, Vt.

MINUTE-OLD BABY

Sirs:

Perhaps your readers would be interested in seeing a picture of Mrs. Helen Brush, the Los Angeles *Daily News* photographer, and her baby whose picture she took when the child was one minute old (Picture of the Week, LIFE, Aug. 17). Helen is secretary of our club and all members of the board of directors are godfathers of the child.

BILL KENNEDY
President
Los Angeles Press Club
Los Angeles, Calif.



MRS. BRUSH AND BABY

Sirs:

My wife took pictures throughout the whole delivery of our baby Gail over a year ago, June 21, 1952. Here is one (*below*) showing what she saw through her camera as the doctor clamped the child's umbilical cord moments later.

ALBERT BECKMAN
Brooklyn, N.Y.



ANOTHER MINUTES-OLD BABY

MAULDIN IN EUROPE

Sirs:

Our experiences on our first visit to Europe last summer were so parallel, we wondered if Bill Mauldin ("Europe On Less Than $28,411," LIFE, Aug. 17) was not one of the many Americans we continuously met. We are using his article as a true, complete log of our trip.

MR. AND MRS. H. EARL MEADE
Kansas City, Kan.

Sirs:

As a "European" myself, until a year ago, I can verify that Mr. Mauldin's wonderful conducted tour was down to earth and not written like a travel folder which blacks out things it doesn't want tourists to see. . . .

RICK RICHTER
Regina, Sask., Canada

LOLLIPOP-SLUPPING PUG

Sirs:

I am 10 years old and in the sixth grade. I read your magazine under the pictures every week as soon as it comes in the mail. This week when I got to the last page ("Pug Slups Lollipops," LIFE, August 17), I laughed and I cried and I laughed and I cried. Almost two years ago my dog was killed and I never saw a dog that could take his place until I saw this picture of Sandora. I want one like her so bad, but my mother said there aren't many of them or I sure could have one. I've got five dollars and I would spend every cent for her. I can almost feel her when I touch her picture. I'm glad you like dogs.

MELVIN RAVELING
Riverside, Calif.

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Florsheim Shoes

for the NEWEST in fine shoes
and the FINEST in new shoes



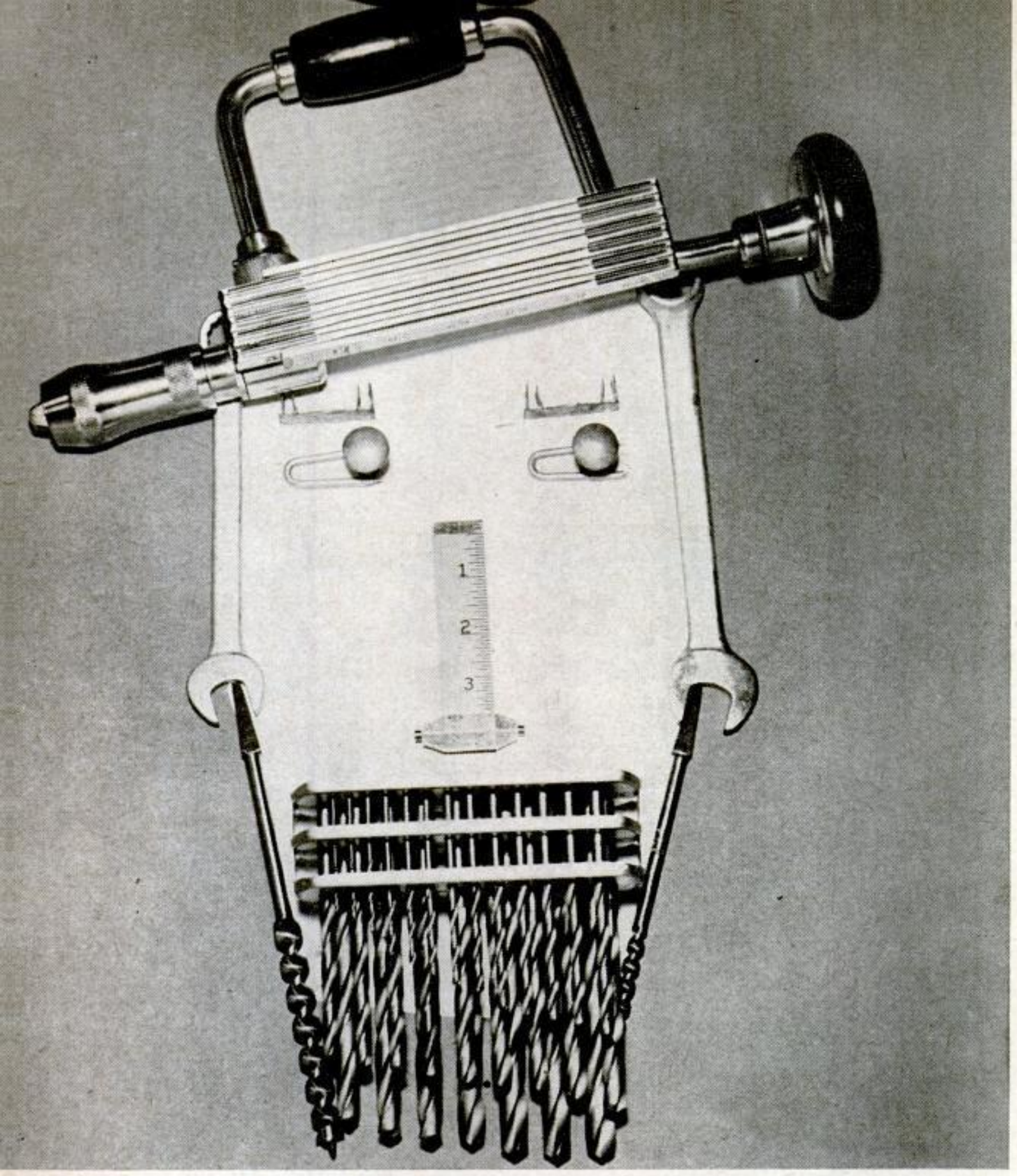
The KENT, *S-1427,*
tan Windsor calf,
wing tip blucher
with storm welt, **$20.95**

Everyone's talking about the NEW in SHOES...but to most better-dressed men, this means simply Florsheim Shoes—top choice for 61 years—for style, quality, comfort, and value. See the season's NEW Florsheim styles; you'll agree they're the newest in fine shoes, and the finest in new shoes!

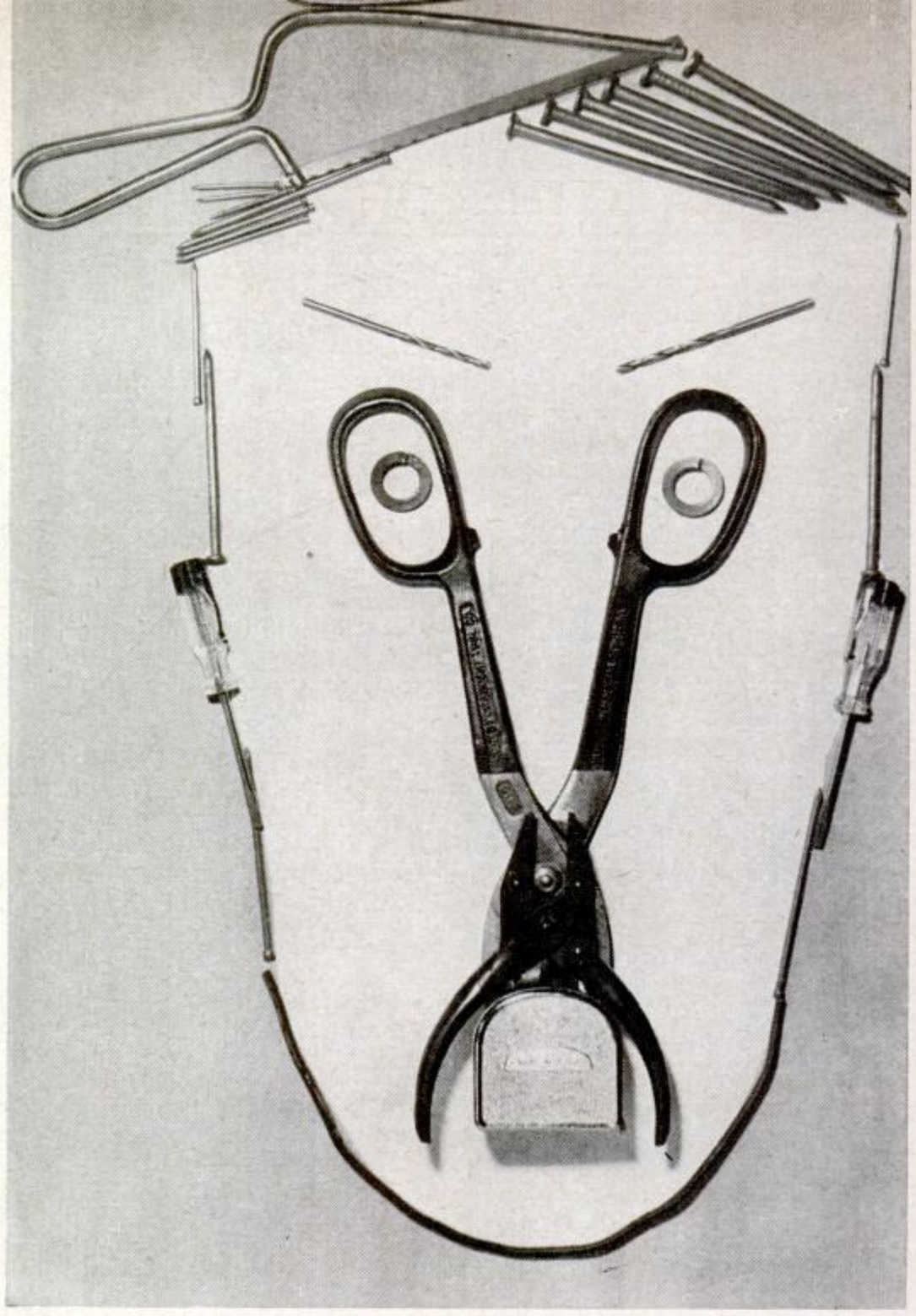
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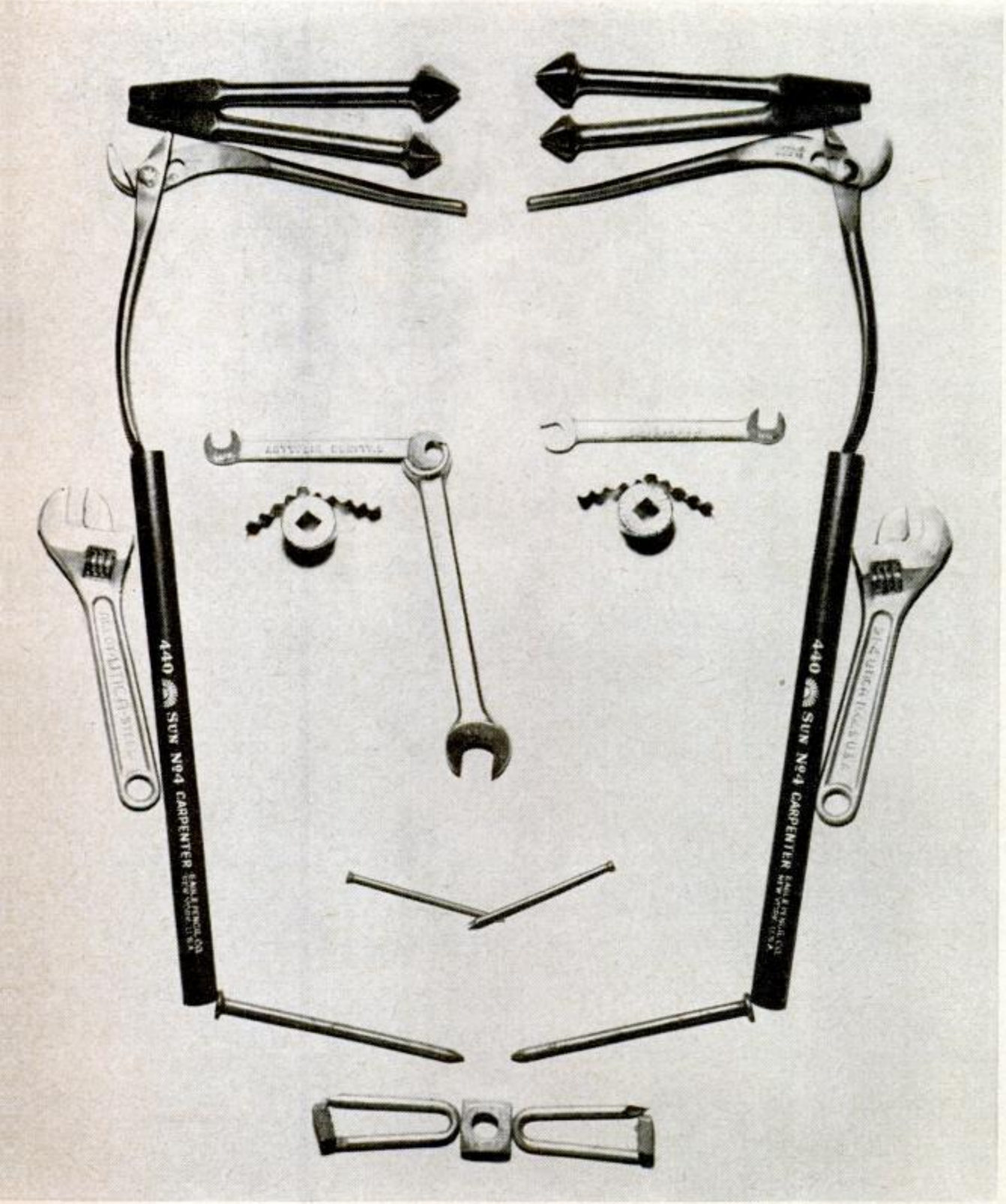
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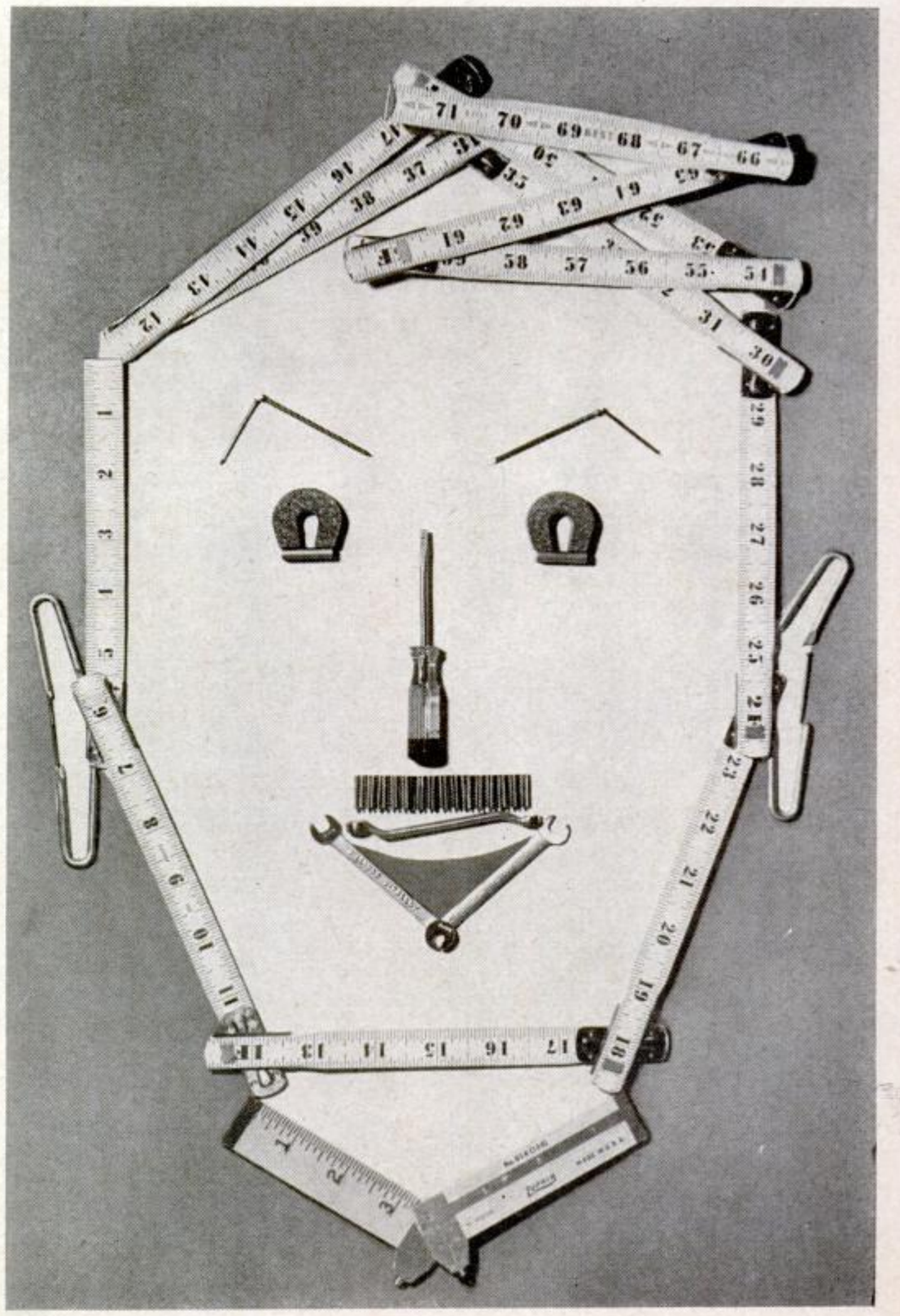
MAN OF ALL WORK WEARS A BRACE FOR A HAT AND A TWIST DRILL BEARD



PLUMBER'S EYES ARE WASHERS PLACED INSIDE THE HANDLES OF TIN SNIPS

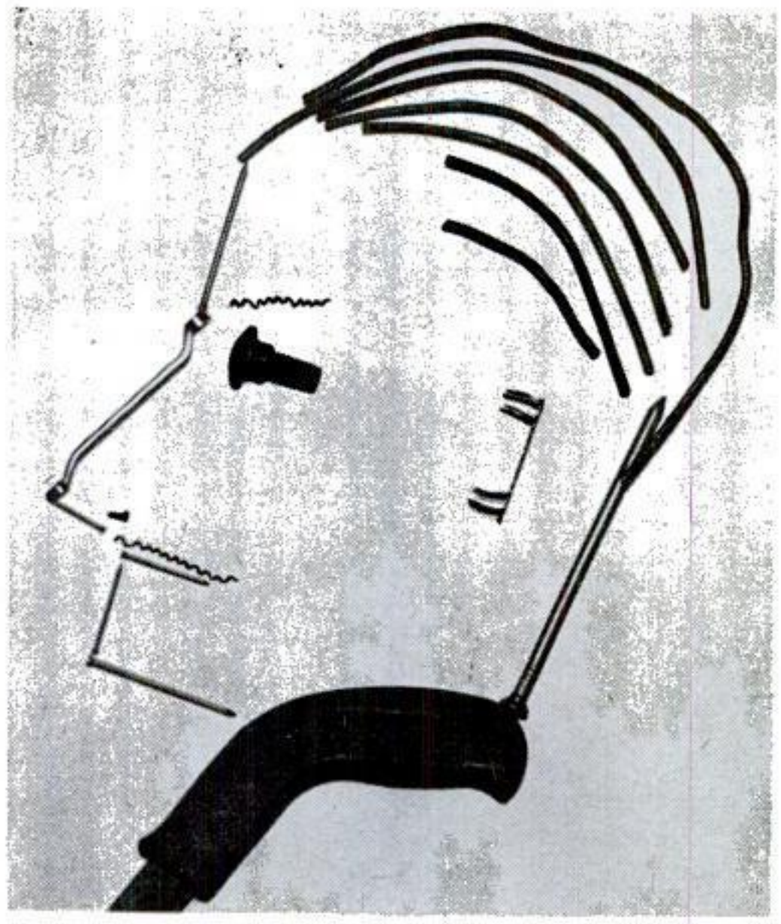


CONTRACTOR HAS EYELASHES FASHIONED OF CORRUGATED FASTENERS



ARCHITECT HAS HEAD OUTLINED WITH SETS OF FOLDED MEASURING RULES

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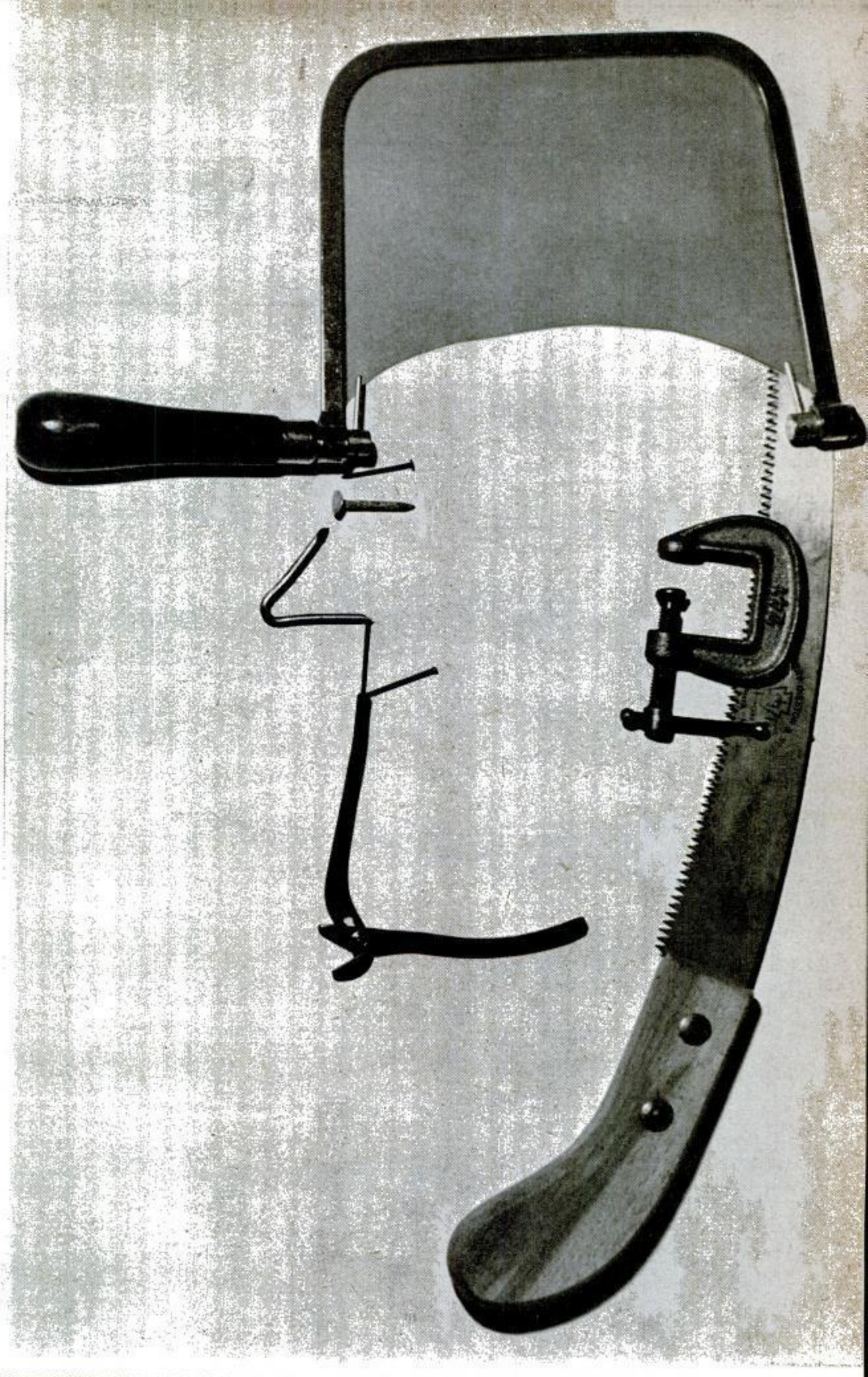


HOME OWNER HAS COLLAR OF KEYHOLE SAW HANDLE

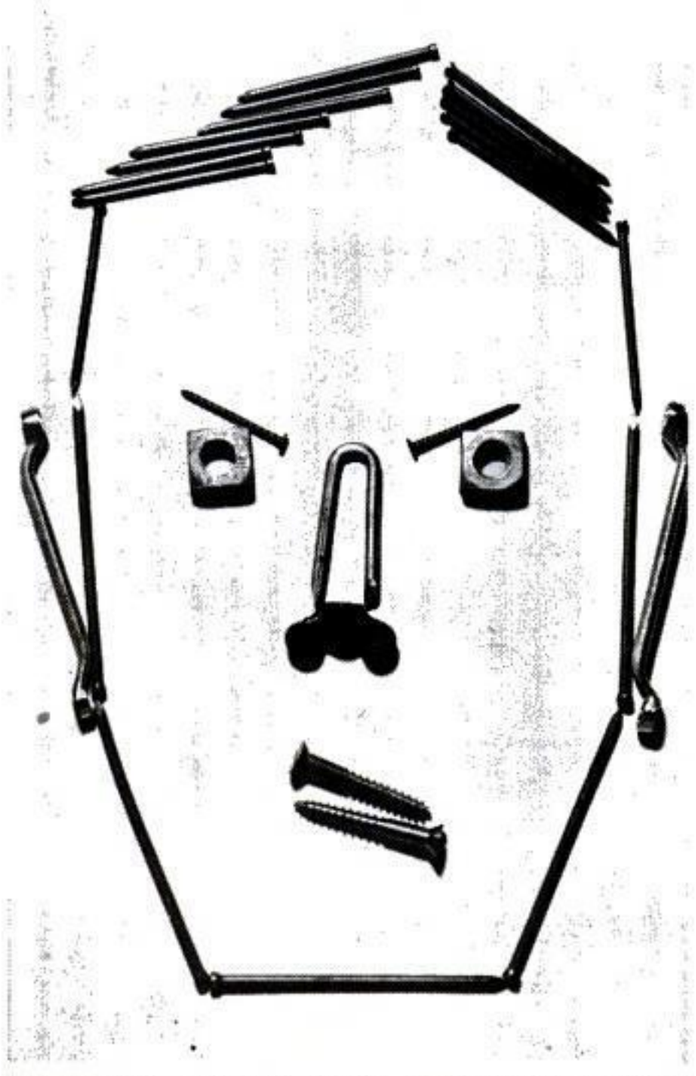
SPEAKING OF PICTURES . . .

. . . Snips and nails form building crew

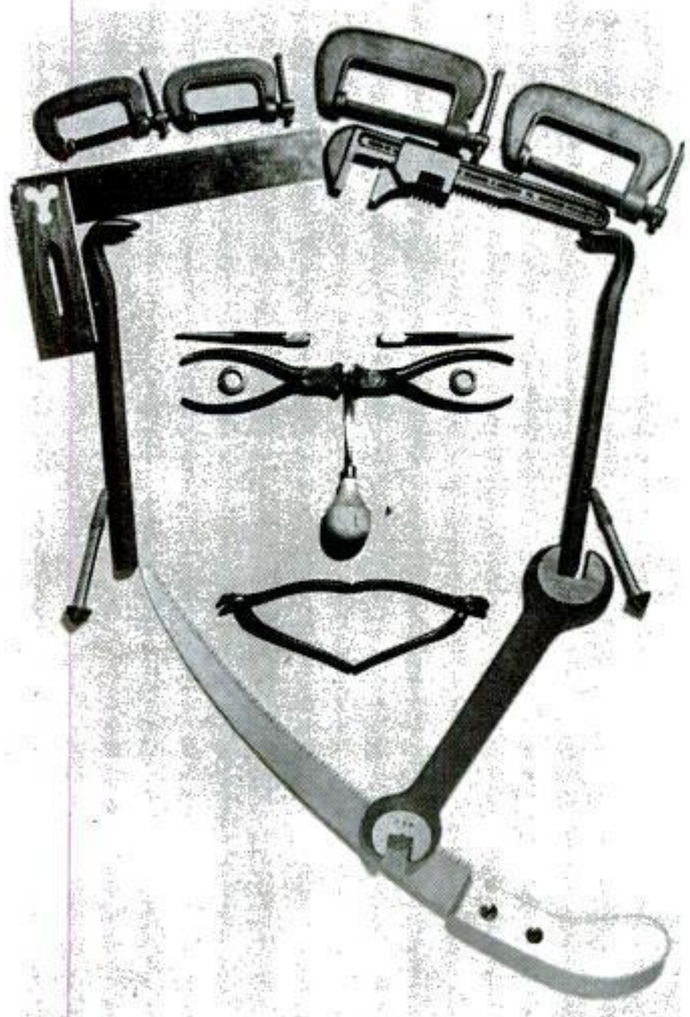
Ever since they bought a "two-legged" carrot in a Providence grocery store and dressed it up as a Gay Nineties doll five years ago, Mildred and Laurence Tilley have practiced the hobby of constructing likenesses of human faces and figures out of familiar objects. Using materials related to the occupation of their subjects, the Tilleys have turned thumbtacks, erasers and paper clips into portraits of harried businessmen and kitchen utensils into the plump faces of housewives. Recently, undertaking their most ambitious project yet, they persuaded a hardware dealer to lend them nearly a hundred home-building items, including everything from nails and screws to socket wrenches and tin snips. The result is a gallery of the people who build new houses, including the inevitable kibitzer.



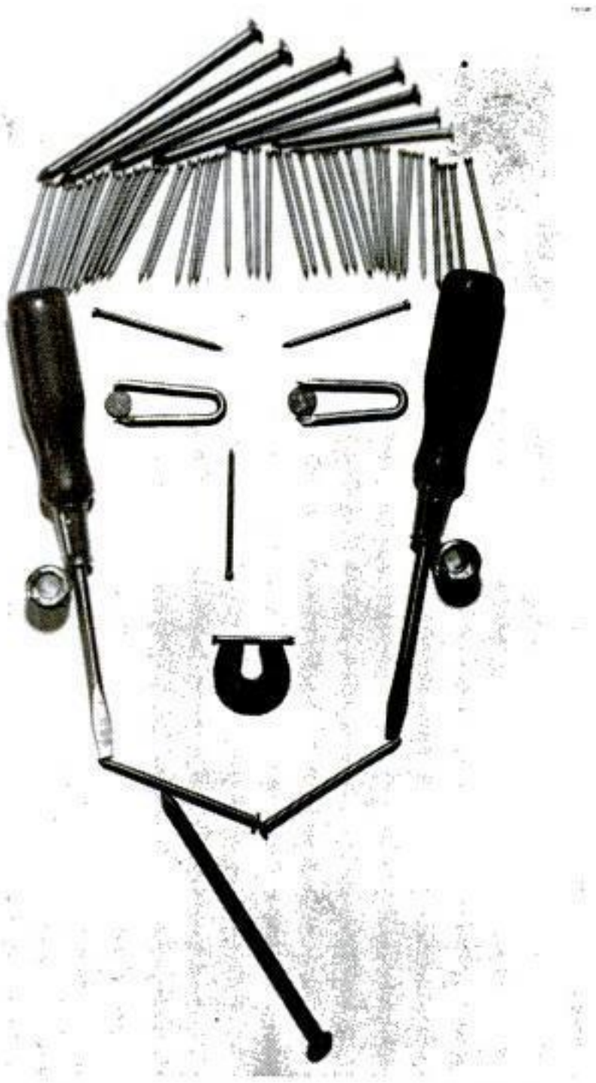
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In July, 1953, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal Tax. Exact weights shown are infrequent.



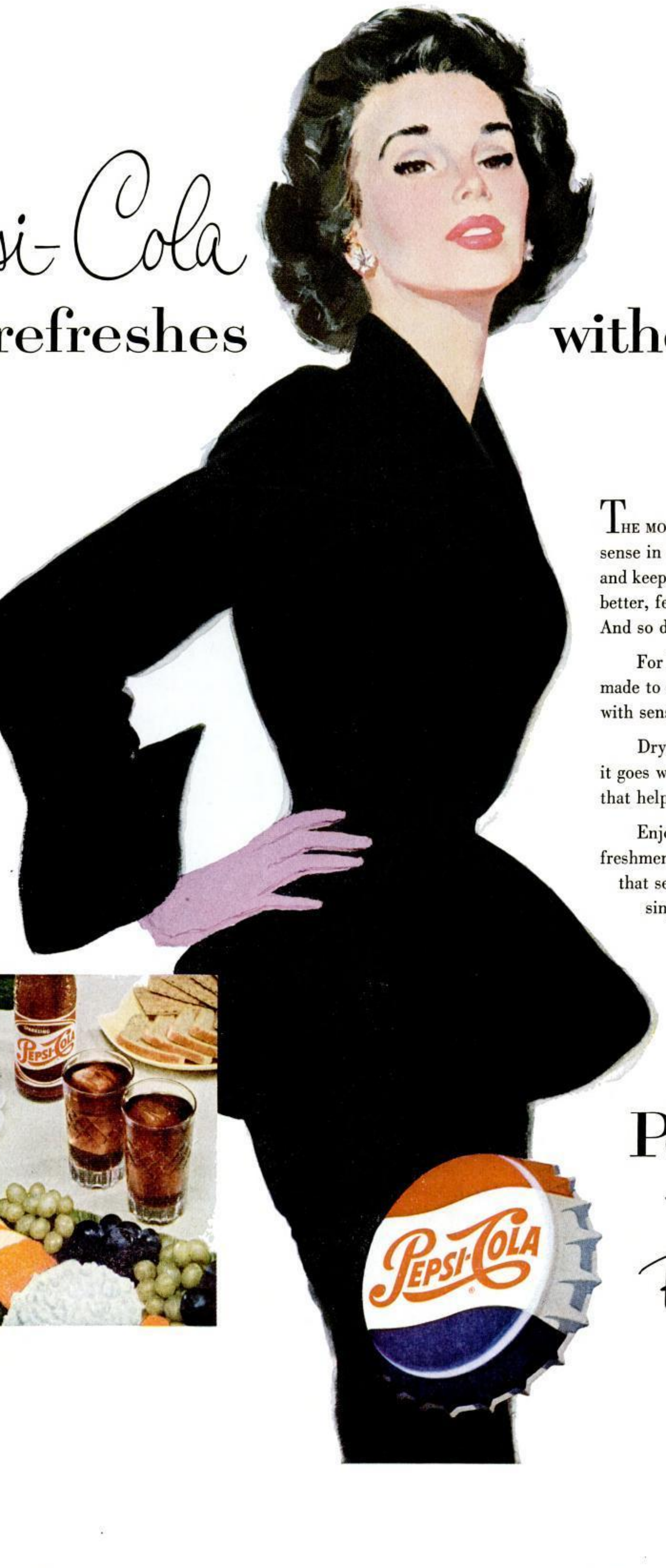
¼ carat (25 points) $85 to $185
½ carat (50 points) $175 to $415
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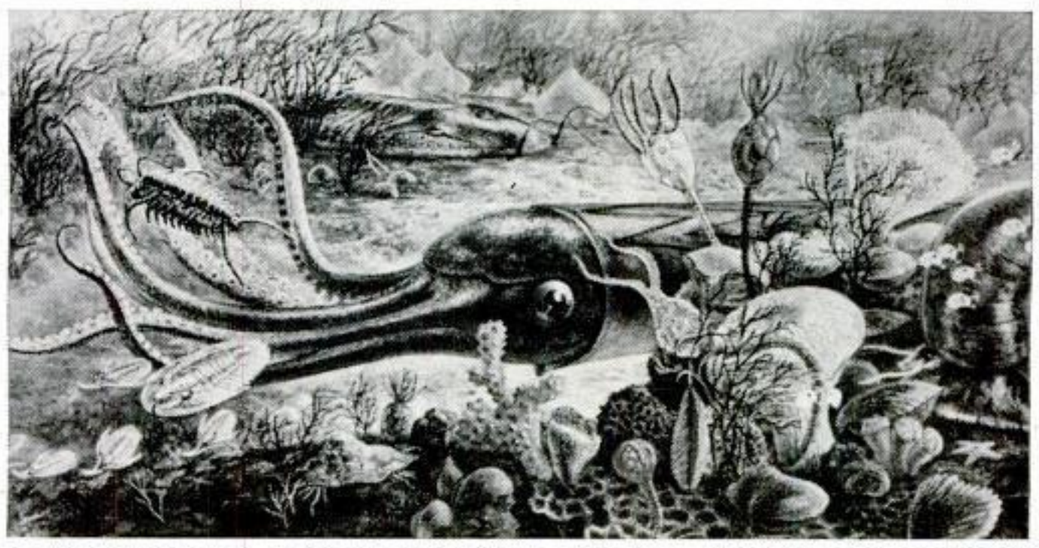
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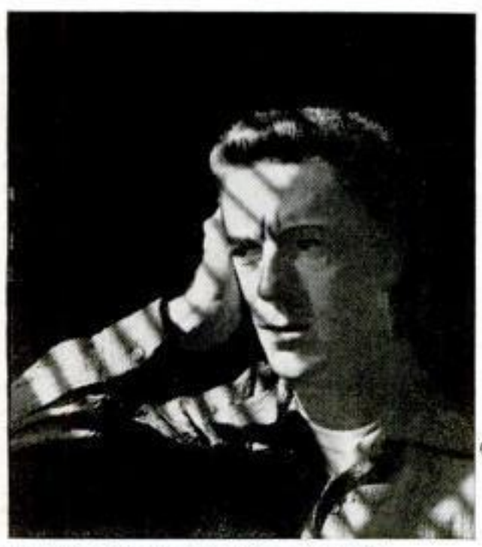
REG. U.S. PAT. OFF.

September 7, 1953

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THE SHAH OF IRAN AND ONE OF HIS ADMIRERS, A 400-MILLION-YEAR-OLD NAUTILOID AND "PROGRESSIVE" RETURNEE BENNIE SMITH

STORIES CAN BE TOLD IN EONS OR AN INSTANT

When is a story ripe for the printed page? It takes some situations a long while to reach a point of focus at which they can be told with any sort of real truth or perspective. For example evolution, nearly two billion years of which are described on pages 54 through 74, is a story whose hard facts have been unfolding only since Darwin's time. The fantastic evidence of the eons—as reconstructed here with the guidance of botanists, zoologists, paleontologists, geologists, chemists—can only now be presented in such unique summation. The facts (which LIFE spent nine months putting together) are still coming in. While our reporters were checking the accuracy of the drawings of the some 280 species shown, word suddenly came in from an incontrovertible source that a recent discovery had been made which completely changed all earlier speculation on the shell markings of the nautiloid (*center, above*), a monster that prowled the ocean bottom 400 million years ago.

Other stories develop considerably faster and sometimes there is a mere instant in which the essence of the situation is apparent. When the shah got off his airplane at Tehran last week, his supporters rushed forward to make their obeisances. Carl Mydans and Jim Whitmore took many pictures during their week-long assignment in Iran but after that particular moment (*pp. 30, 31*) everything else seemed anticlimactic or repetitious.

Often it is hard to tell at any given moment just what is the essence of a story. At the time Bill Brinkley wrote his article on Communist indoctrination in the Korean prison camps (LIFE, May 25), it was not clear what the final results of the brainwashing would be. On pages 26 and 27 Brinkley reports the sobering conversations he had in Memphis, Tenn. last week with an admitted "progressive." With this report and with Photographer Bob Kelley's pictures of the returned prisoner we can see some of the immediate results, but even now it seems evident that this continuing story will take more telling in the weeks and months to come.

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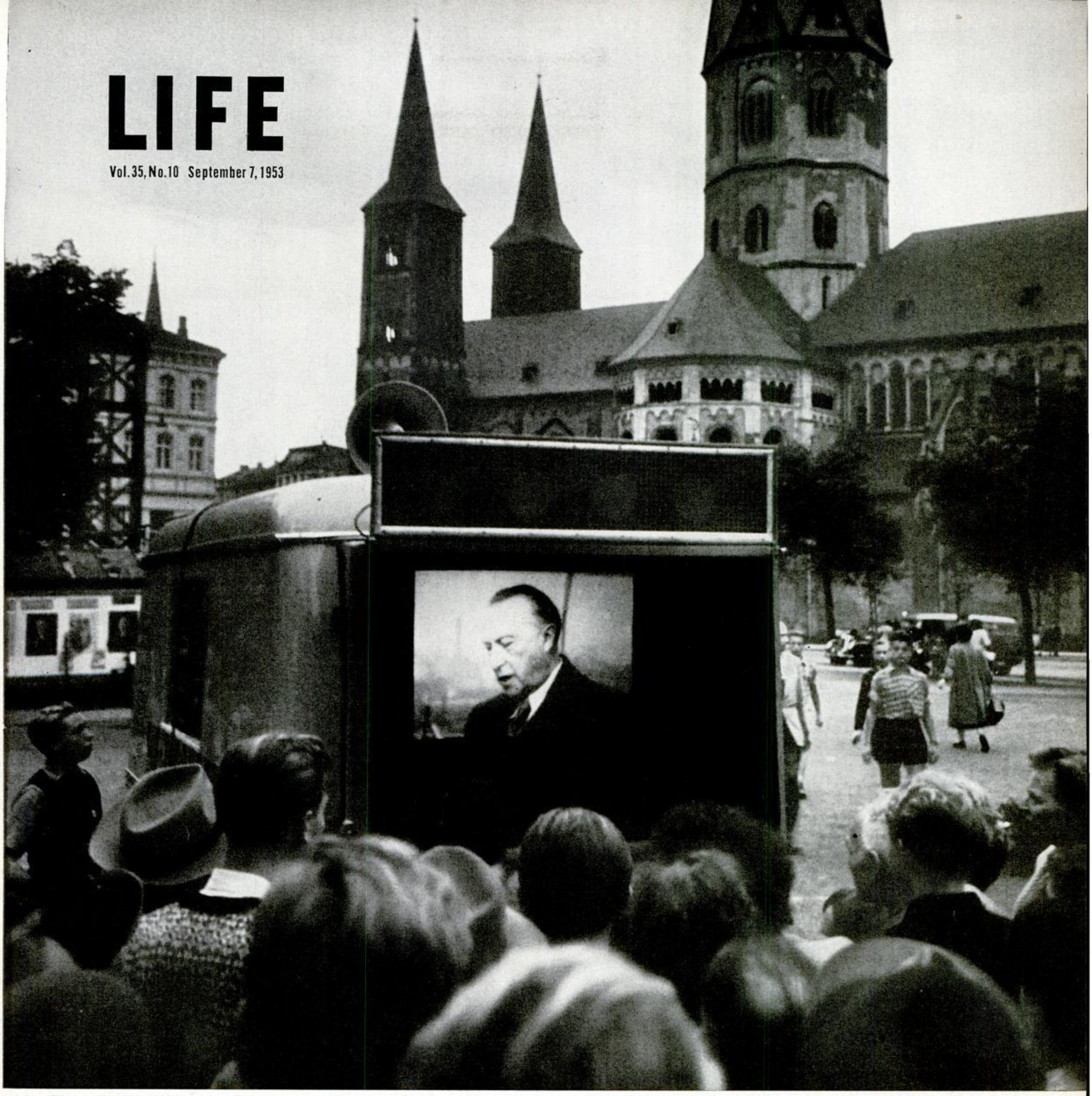
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LIFE
Vol. 35, No. 10 September 7, 1953



MOTORIZED ADENAUER MOVIE, ONE OF FOUR SENT OUT BY VAN, GATHERS CROWD TO SEE AND HEAR CHANCELLOR SECONDHAND IN BONN'S MUENSTER SQUARE

A FATEFUL ELECTION—AND AN IMAGE

Last week, as each day pressed closer to Sept. 6 and a fateful election, few voters in all West Germany could ignore the image, or the voice, of a stern old man. The presence of Chancellor Konrad Adenauer was everywhere in resurgent Germany, relentlessly exhorting his *Volk* to keep the path along which he had led and often bullied them up from defeat to a stable and respected place among nations.

In person for 6,000 miles by train and auto, for thousands more via film shown from 20 movie vans, Adenauer was stumping the country. The 77-year-old chancellor was out to prove that "the fate of Europe . . . of Germany . . . of our Christian civilization" depends on the coalition by which he has ruled for four years. Adenauer could easily prove that the nation has been restored to prosperity. But he also had to justify to Germans his larger role as a great European who, knowing that only an armed Germany could put muscle into the European Defense Community, was helping lead Western Europe back to security.

What every German now wanted most was reunification of the split nation, but not all agreed with Adenauer on how to get it. Thus the chancellor's firm commitment to the European army became the big campaign issue. The wishful Socialists, hoping for reunification without rearming, were giving Adenauer a hard run. There was little danger that German voters would plump for the extremes of Communism or neo-Nazism. But there would be plenty to worry the West should Adenauer lose or be so weakened as to endanger Germany's role in the struggle against Communism.

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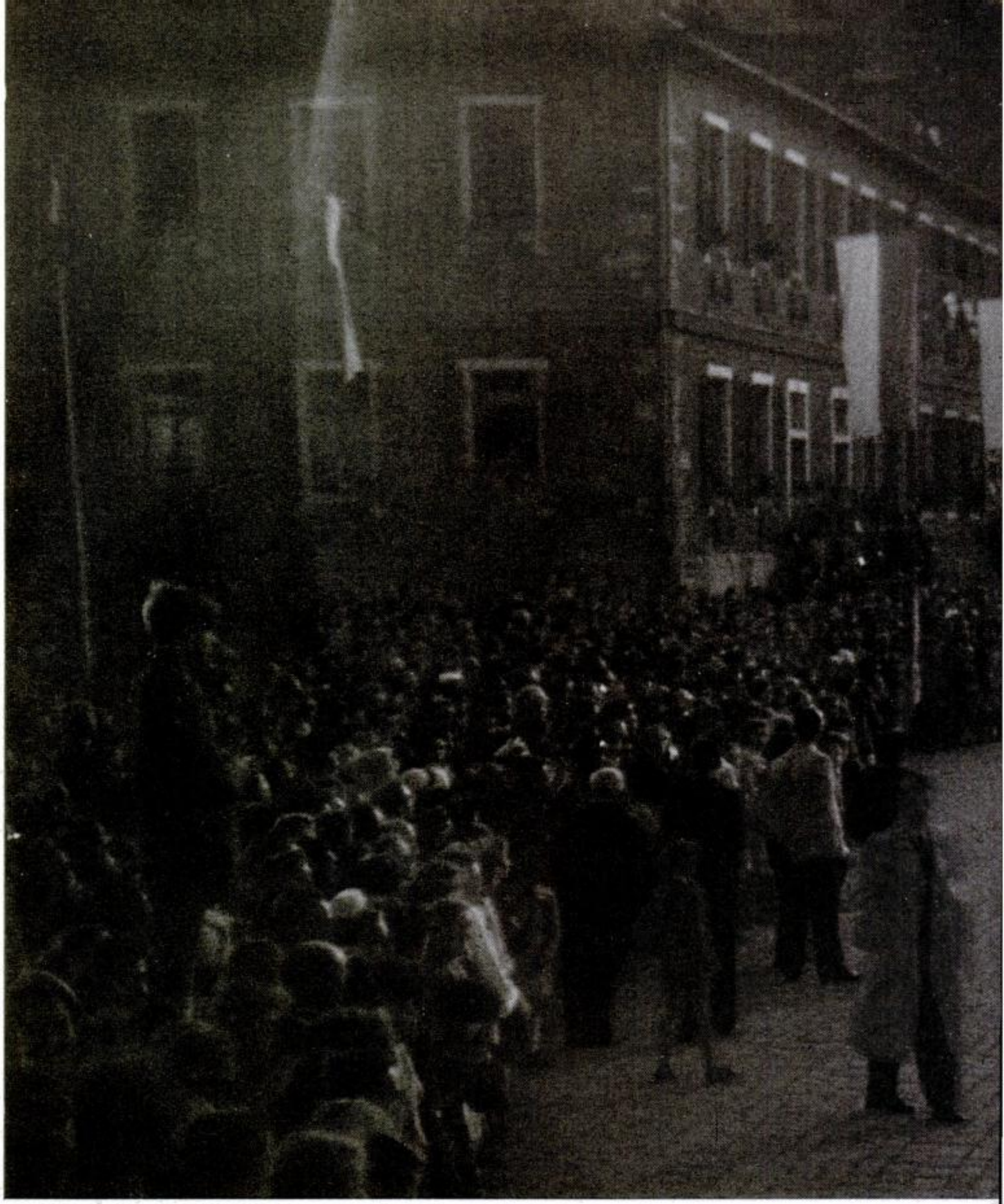






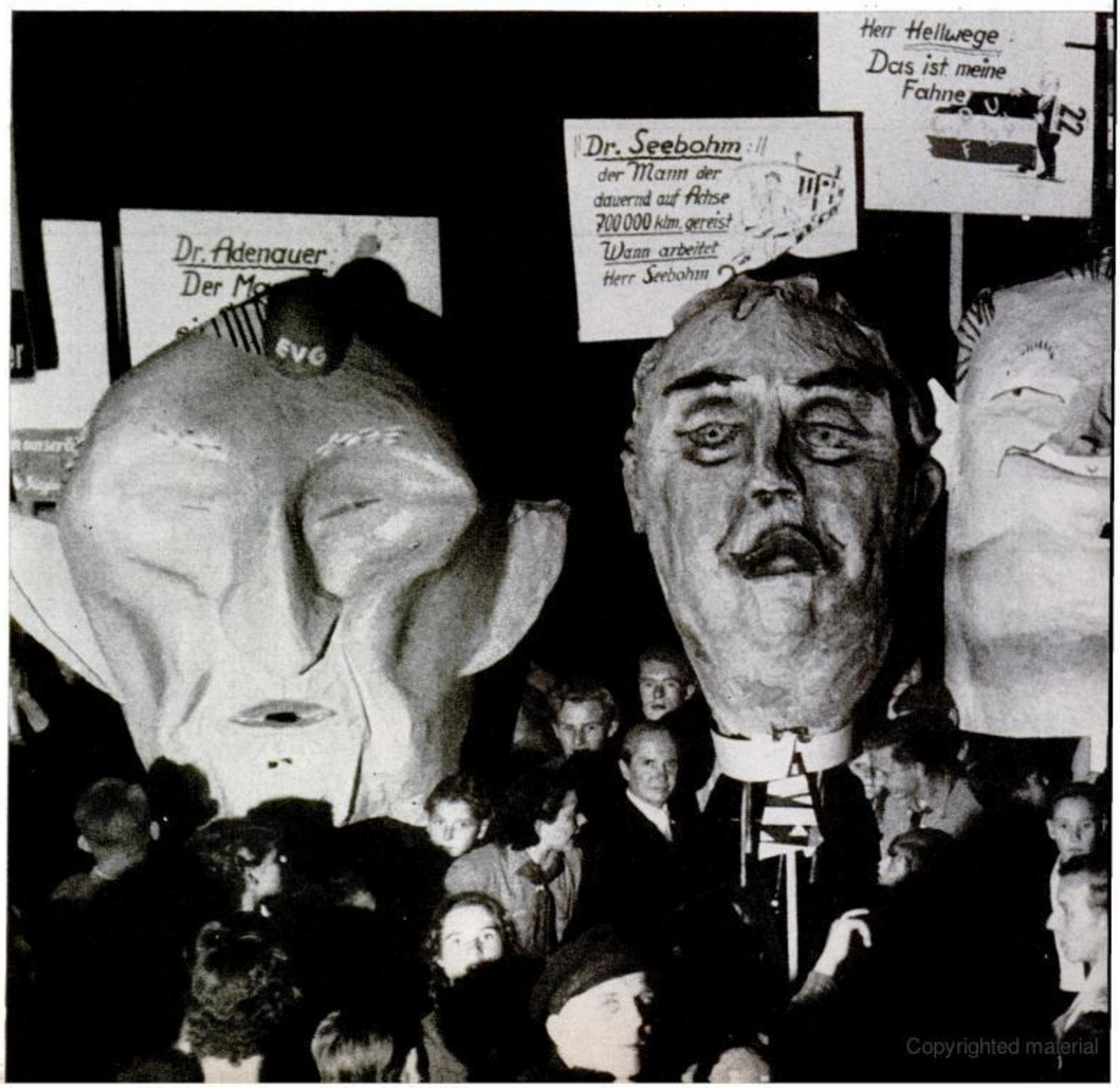


SOCIALIST BELIEVERS listen to a party harangue at Worms meeting. Old, hard-bitten working people, their faces reflect years of their party's oppression under Hitler, frustration under Adenauer.



AS HEADLIGHTS OF THE CHANCELLOR'S MOTORCADE PIERCE THE DUSK, RESIDENTS OF SPEYER, IN THE

SOCIALIST TORCHLIGHTERS CARICATURE ADENAUER (LEFT) WHO WEARS HAT SIGNIFYING EUROPEAN



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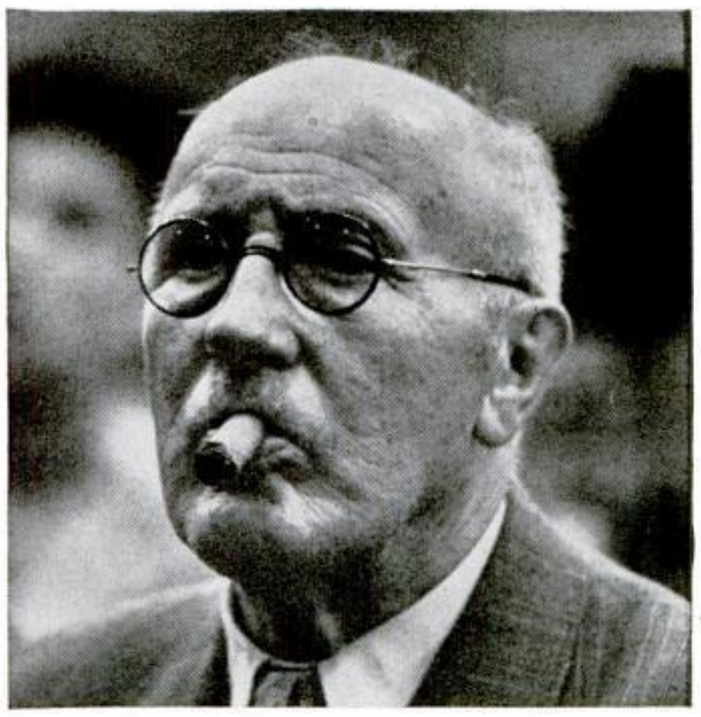
CONSERVATIVE, PRO-ADENAUER PALATINATE, LINE STREET TO GREET HIM AFTER HOURS OF WAITING

DEFENSE COMMUNITY. OTHER MASKS DERIDE CABINET MINISTERS AND LEADERS OF HIS COALITION











ADENAUER'S FOLLOWERS listen intently as he makes address at Cologne. Priest, prudent *Hausfrau*, spectacled cigar chewer and well-fed burgher, they represent solid and sober German sentiment.

CONTINUED ON NEXT PAGE

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NEO-NAZI LEADER Naumann (*center*) is ringed by police after barrage of rotten eggs and ash trays.

SOME SIXTY PARTIES, FEW ARE IMPORTANT

In a campaign largely conducted in Teutonic good order, the only rough stuff centered on the new Nazis of the German Reich Party (DRP). Police-ridden in Hamburg, rotten-egged in Kiel, their fuehrer, Werner Naumann, was finally officially barred from the ballots. The only jocular note was struck by the Bavarian party which campaigned with concerts and Tyrolean costumes. Some three-score parties were seeking Bundestag seats, but most would be annihilated by a rule disqualifying those with less than 5% of the vote. Aside from Adenauer's Christian Democrats (CDU), the only other giants in the race were the Socialists (SPD) with nearly matching strength. The election's biggest "if" was the All German Bloc (BHE) claiming to represent West Germany's refugee hordes. But every party was wooing the refugees, and Adenauer, supremely confident, was boldly shooting for a two-thirds majority and power to amend the constitution.



PREACHING SOCIALISM, Erich Ollenhauer, who inherited SPD leadership from the late Kurt Schumacher, speaks in Worms. Adenauer supporters deride Socialist tenets as "eternal *nein-nein.*"



PARKED TROMBONE racks a plumed Tyrolean hat as a Bavarian party rally takes recess for a beer.



MEETING REFUGEES, Adenauer arrives at Cologne meeting of Germans displaced from Silesia by Poland. One out of five of Germany's 50 million people is a refugee, expelled by war or Communism.

IN HIS HOME CONSTITUENCY, STERNLY DRAMATIC ADENAUER DEMANDS LOYALTY →

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ARRIVING at men's department of store, Vishinsky is greeted in Russian by floor manager (*left*).





FEELING THE SHOULDER PADDING IN THE SECOND JACKET HE TRIED ON,

WAVING his arms, Vishinsky slips out of the size 40 jacket, which he found too small for him.





BENDING over a table, Vishinsky signs an autograph for the floor manager to take home to his young son.

RESTING in the dressing room, Vishinsky sits with the tailor, Ralph Hirsch, who last year also fitted a suit for Vishinsky's U.N. predecessor, Yakov Malik.

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VISHINSKY EXPLAINS HE IS USED TO LESS-PADDED EUROPEAN CLOTHING



A GLUM AIDE (*at left*) accompanying Vishinsky was unable to find the suit he wanted in a size 50.

A RED-HOT CUSTOMER

Vishinsky buys new suit and loses U.N. debate

Like other sufferers from the Manhattan heat, Soviet Delegate Andrei Vishinsky set out to buy a badly needed summer suit a few days ago. Stepping off the elevator at Saks Fifth Avenue in New York, he strode into the men's clothing section accompanied by three other Russians. To the floor manager, who greeted him with a few Russian words he had picked up in Korea, Vishinsky indicated he wanted to be treated like any other customer. Speaking through an interpreter, he expressed an interest in a "serviceable" suit, perhaps one with the new "miracle" fibers. After trying on one jacket, he found a second he liked—a size 42 ("short, portly"), $90 blue tropical suit. Warmed by the service, Vishinsky left the store smiling to everyone in sight. Three days later the new suit was duly delivered, but two days after that Vishinsky showed up at the U.N. still wearing his old sharkskin suit (*below*). There he argued unsuccessfully to get India (LIFE, Aug. 31)—and what was nearer to his heart, Poland and Czechoslovakia—into the Korean postarmistice conference.



WEARING HIS OLD SUIT at a meeting of Political and Security Committee, Vishinsky makes a sarcastic comment during Korean debate which leaves U.S. Delegate Henry Cabot Lodge (*left*) in laughter. "I know something about geography," Vishinsky said, "but not so much as Mr. Lodge knows about politics."

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THE NORMAL EMOTIONS of men returning home are expressed by these released prisoners as ship arrives at San Francisco. Sgt. Richard Soto (*left*), Los Angeles, breaks down and weeps when greeted by family at dockside. Sgt. George Standley, of Glenallen, Va., lets his wife Mary wipe away his tears of joy. Center:

ALMOST ALL RELEASED PRISONERS COME HOME HAPPILY...

...BUT THERE IS WORD FROM A FEW

UP and down the land there was joy last week shared by almost all the men back from the prison compounds of North Korea (*above*). But one of them came bearing with him as strange a mission as was ever assumed by an American soldier returning from war.

■ Cpl. Bennie Smith's mission is to visit the families of four American PWs still in North Korea and to say to them: "Your son is alive and well but he will never come back to you. Your son has decided to renounce his country, to go to Communist China and then to the Soviet Union to live there for the rest of his life."

The American PWs who chose to stay behind told Corporal Smith they did so at the suggestion of the Chinese Reds, whose reasons were coldly calculating. One was to give the Communists added bargaining power on the critical voluntary repatriation issue—that is, the Reds might offer to return the Americans if the Americans returned the Reds who have refused repatriation. Another reason was that the Chinese and the Russians wanted to use them as "peace fighters" in lecture tours.

Corporal Smith's word on these matters suggests credence for he not only was but still is an unashamed "progressive," like his friends who decided to stay. He is an angular, 24-year-old from Memphis, Tenn. who before prison-camp schooling was extremely religious. After completing the eighth grade he went to work. In the Army he was a combat medical aid man in the 25th Division before his capture on Nov. 27, 1950. The nearly three years in Camp No. 5, the "University of Pyuktong" indoctrination school, were "the biggest thing in my life—I came out an entirely different man. I even look at a building different now. . . . I'm antifascist. I'm not anti-Communist."

Corporal Smith first learned of his mission five days before the armistice when his closest friend said he wanted to talk to him. "Corporal B was a Texas boy. In Japan he married a Japanese girl and became a real big black market operator. When they first made him a monitor for the study groups in camp he told the Chinese, 'How the hell can I preach this goddamn stuff if I don't even believe it myself?' But then he got converted. Who was that angel that was thrown out of heaven?" "Lucifer," I said. "Well," said Corporal Smith, "B was like Lucifer taking the trip back to heaven."

That afternoon Corporal B asked Smith: "Would you like to go to China?"

"Sure, I'd like to see China."

"What would you say to going and living there?"

"No," said Smith promptly. "I wouldn't think about staying behind."

Corporal B waited a moment. Then he said: "They want some of us to stay. Comrade Commander Chung (one of the chief instructors in camp) said to me: 'At home you will be called a traitor. But by staying here you can do many things which will be beneficial to peace. If some of your Americans stay maybe voluntary repatriation will be thrown out at the political conference. Also if you stay you will go to the University of Peking for a Marxist education and then to the Soviet Union to be peace fighters and make lecture tours in Europe.'

"So," said B, "I told the comrade commander yes, I wanted to stay."

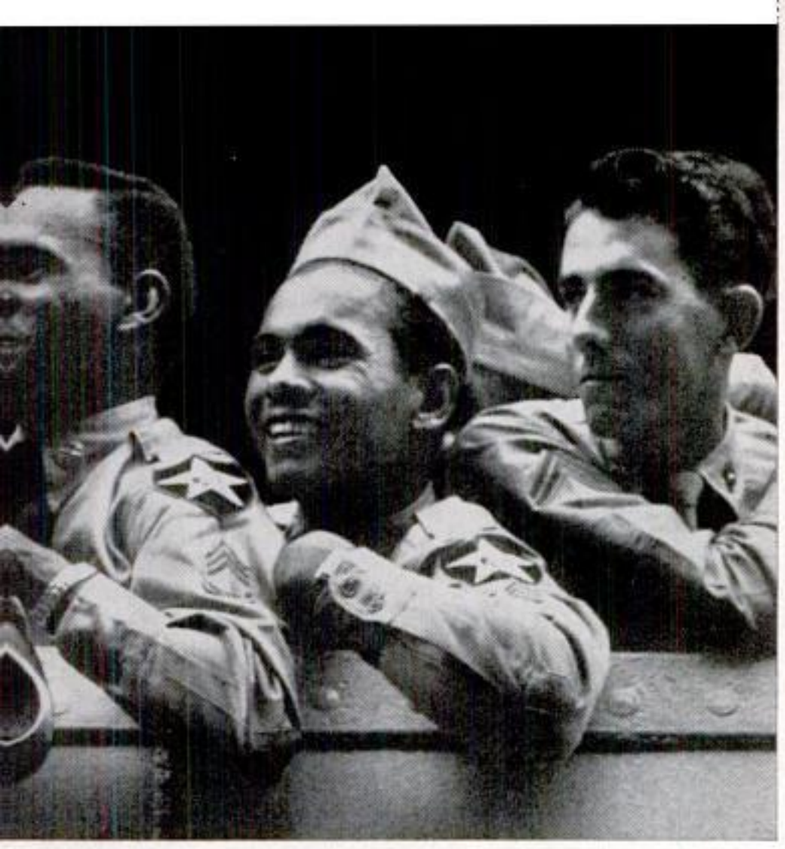
Corporal Smith felt constrained to tick off some of the meanings of B's decision.

"You lose an awful lot of power when you lose your citizenship papers."



HAPPY BENNIE, home from a Korean prison camp, celebrates Christmas in August with family, including nieces (on floor) and (*left to right*) sister Mary Evelyn, father, sister Dorothy and mother.

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soldiers eagerly crowd rail for glimpses of relatives as first ship, the *General Nelson Walker*, nudges up to dock. Neighbors hoist Cpl. Leonard Chiarelli, Brooklyn, in block party on his arrival home. And expansive prison-grown mustache of husband Pfc. Robert Maxey, Santa Rosa, Calif., gets tugged by wife.

by WILLIAM BRINKLEY

WHO RENOUNCE U.S. FOR COMMUNISM

"I understand that," B said. "But who's to say that it's forever? There's going to be a change in our government, sure as we sit here."

"You're giving up four or five thousand dollars back GI pay by not going back."

"We'll be provided for," B dismissed that. "Money is no problem."

"What about your wife?"

"Easy enough to get her to China. . . . Bennie, will you see my wife in Japan and make sure she understands this is not the black market deal like we used to do? Tell her that this is clean and straight.

"And another thing. Will you go see my folks in Texas and explain it to them? Tell them I'm new all through. Tell them I'm going to China and the Soviet Union to devote the rest of my life to peace."

In the next few days Smith learned seven other GIs were going to stay.

All of them were looking forward to a course at the University of Peking, then to life in the Soviet Union and work on the European "peace fighter" Chautauqua circuits.

"I'm going to get Marxist education to where I can do something," said one.

Another, who was the son of an Army major, said grotesquely to Smith, "It's not going to be too easy on the old man, is it?"

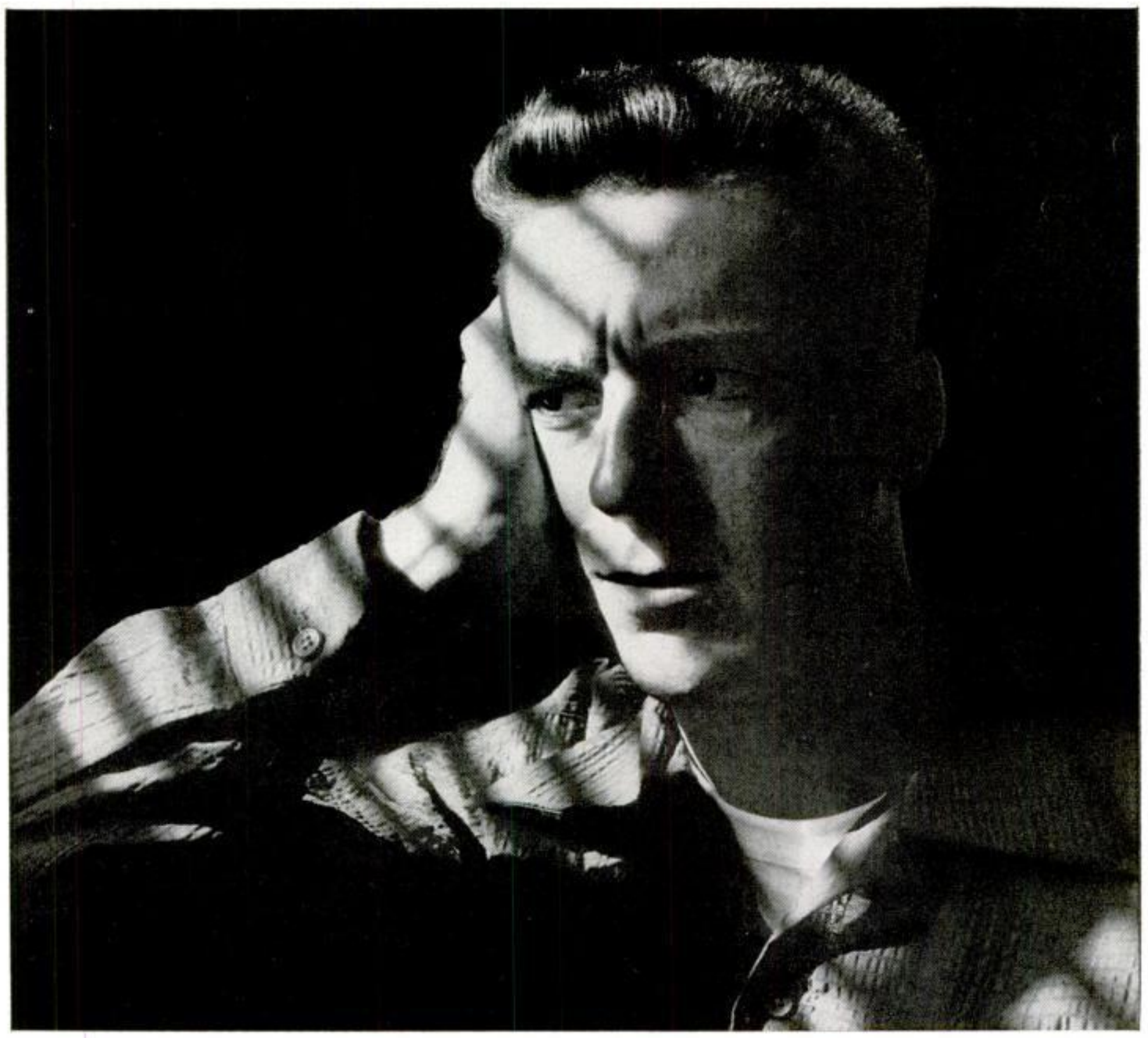
Still another, Pfc. D, said to Smith, "Bennie, I live in Virginia and I know that's a long way from where you live. But if you have a chance I wish you would go see my family. Tell them I'm starting a new life. Tell them that I'm really staying in China for the sake of my country—for the sake of peace. Make sure they understand."

The day before Smith and other PWs left for Panmunjom, the Chinese tendered them a farewell party. One of the Chinese instructors, a Comrade Lim, told them: "Do what appears best for the cause of peace. Some of you might want to join the Communist party. If that's too much you can join progressive organizations. If that's too much you can speak for peace. If that's too much then for God's sake (this was Comrade Lim's actual phrase, the comrade being fluent in everyday English) don't, at least, go against peace."

When Corporal Smith embarked at Inchon the ship came straight to the U.S. so that he was unable to deliver his message to B's wife. Now back in Memphis he has been uneasily putting off the fulfillment of his other missions.

"I keep thinking of a way to do it. This is my third day home and I've thought about nothing else. The thing is, I don't have to just tell them that he's staying. I have to tell them why. I've got to do it and yet I just can't see myself doing it. Can't you see how it will be? I call and say, 'You have a son named so-and-so?' 'Yes,' his mother says. 'From Camp No. 5 in Pyuktong, North Korea?' I say. 'Yes,' she says—'Well, I have news about him,' I say. 'Oh,' she says, all excited, hysterical-like, thinking I have news about when he gets back. Then I tell her, 'I have news. Your son's not coming back because he wants to go live in the Soviet Union.' "

■ Some Americans would feel about Bennie Smith's friends as did the returning GIs who beat up six "progressives" aboard a troopship last week. Many others would ponder how the U.S. is to deal with a hideous technique of war which has induced even a handful of Americans to do what few have ever done before—turn their backs on their native land.

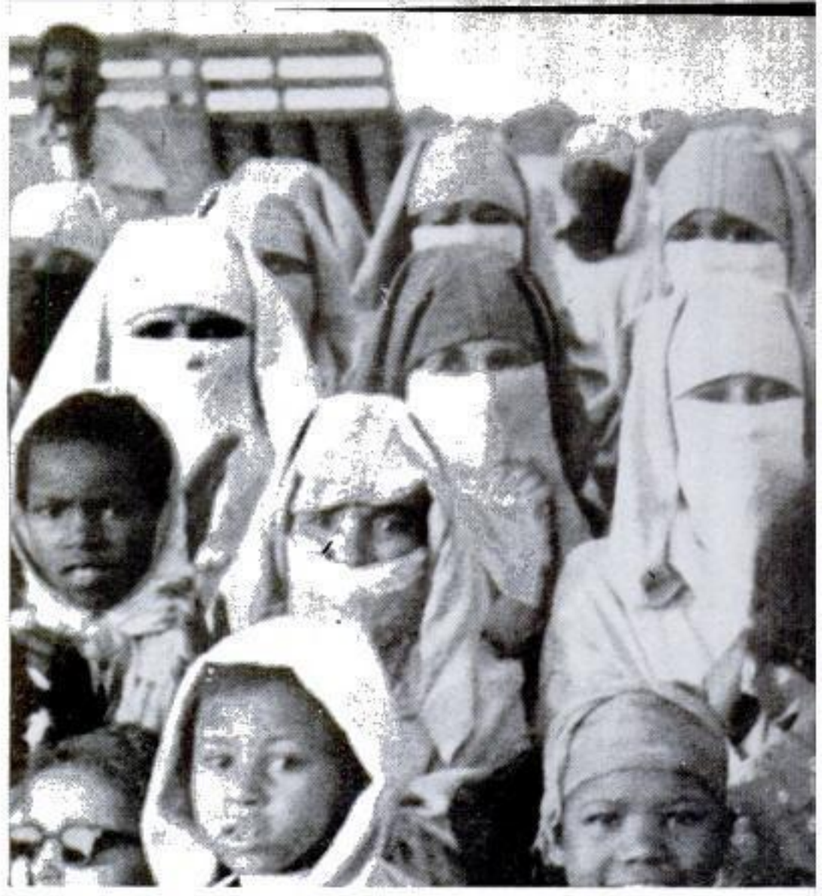


THOUGHTFUL BENNIE describes decision of friends to go to China and Soviet Union. Towards them, he says, "I had the same emotion other people might have on seeing a friend enter a monastery."

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THEIR SWEEPING ROBES lending a religious dignity to the scene, Morocco's new rulers climb the Rabat railroad station stairs on way to the imperial palace. Leading is El Glaoui, the pasha of Marrakech, who organized the revolt, and following are the new sultan and El Mokri, his century-old grand vizier.



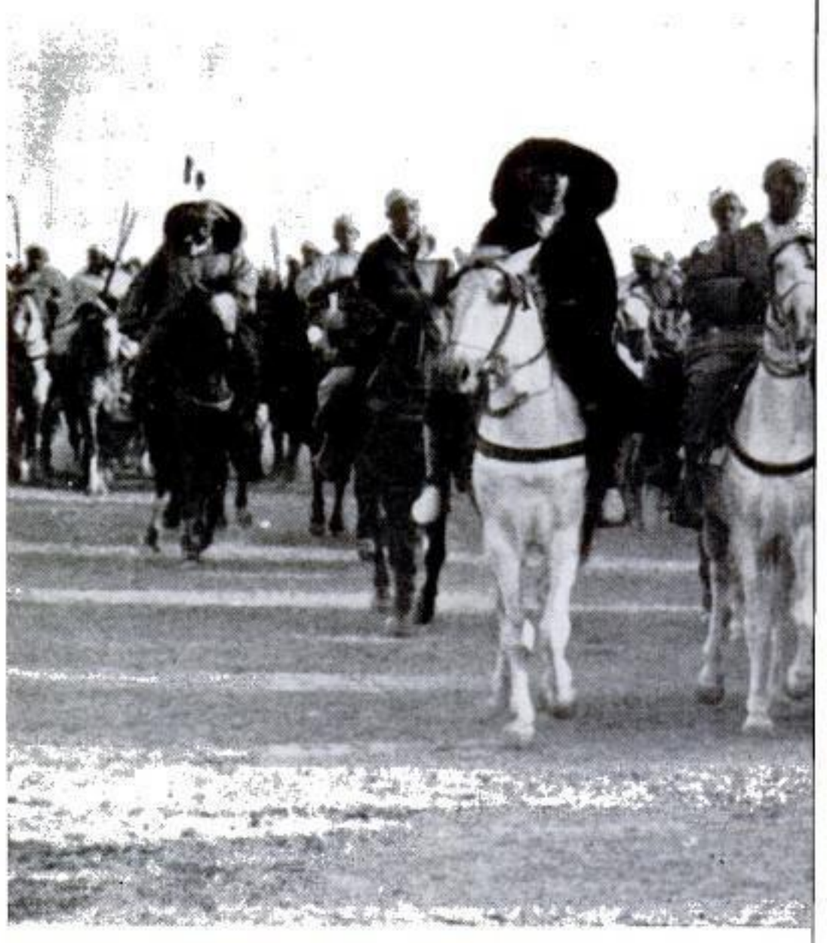
IN A HALF-MILE RIDE FROM TRAIN TO PALACE

MOORISH EYES GREET SULTAN

Quiet man takes on unhappy job

After 64 years of contemplation and mint-tea drinking, Sidi Mohammed Ould Moulay el Arafa stood blinking in the blazing light of his new position as sultan of Morocco. Crowds came to peer at him and pray for him. Great troops of fierce Berber horsemen who had played the crucial role in putting him on the throne came down from the hills to pay him homage.

While his predecessor and remote cousin, Mohammed Ben Youssef, settled down to exile in Corsica, the new sultan's domain was in a state of uneasy quiet. The French government was working on a series of drastic reforms by which it hoped to pacify the turbulent country. Britain and the U.S. blocked off protests from other Moslem countries in the U.N., and hoped that Morocco, base for Europe's air defense, would stay calm under the new regime. There were similar hopes about another Moslem country 2,500 miles eastward (*pp. 30–31*).

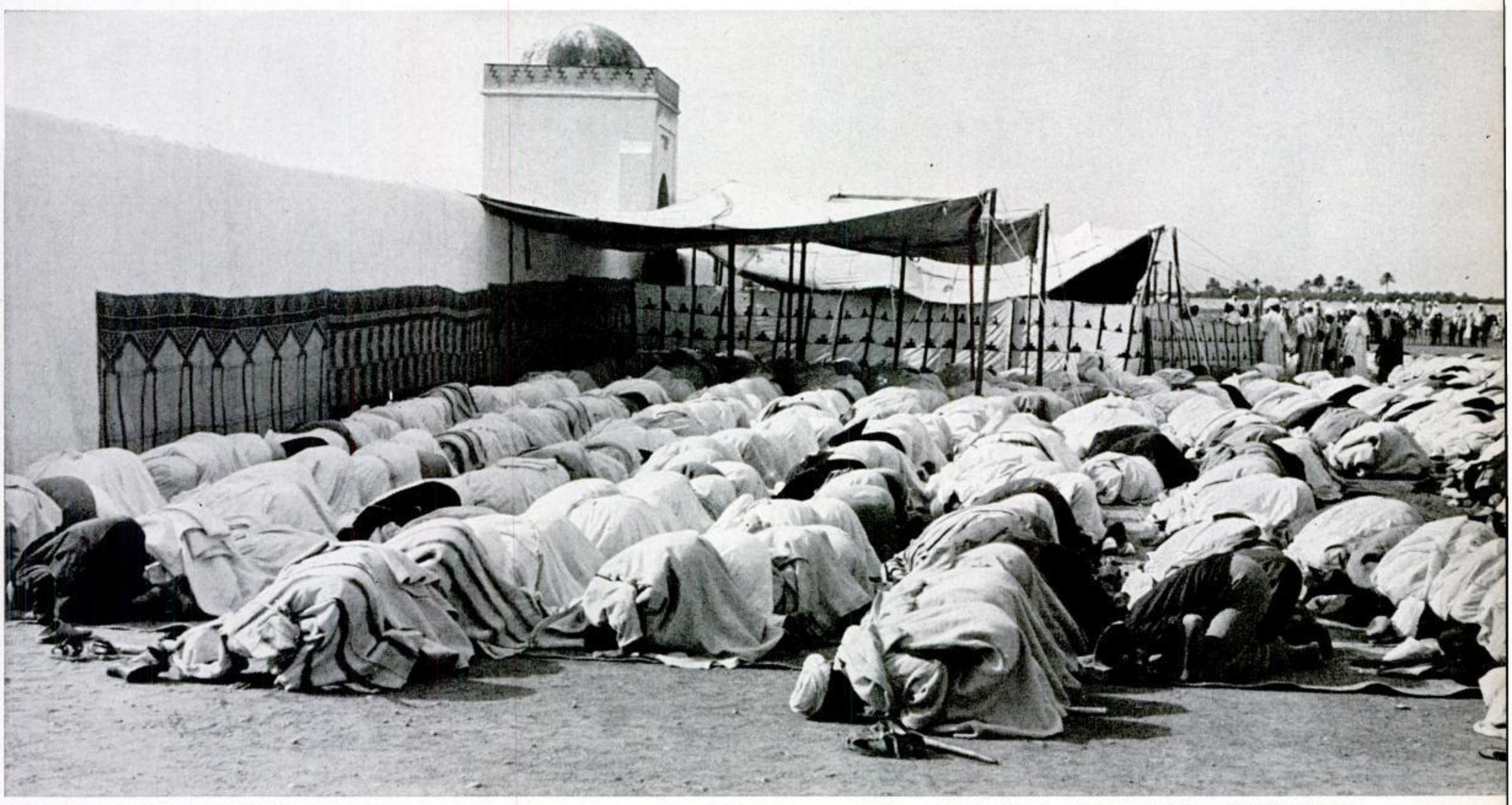


TO GUARD SULTAN IN HIS UNCERTAIN CAPITAL

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NEW RULER PASSED UNDER VIEW OF STARING WOMEN, BOTH VEILED ARABS AND BAREFACED BERBERS WHO NEVER ADOPTED ALL MOHAMMEDAN CUSTOMS



IN MARRAKECH CROWDS FACING MECCA PROSTRATE THEMSELVES ON YELLOW RAFFIA MATS AND OFFER UP 20-MINUTE PRAYER FOR SUCCESS OF NEW SULTAN



BERBER HORSEMEN, 1,000 STRONG, RODE INTO RABAT AND SWEPT BY IMPERIAL PALACE IN SHOW OF STRENGTH, THEN RETURNED TO THEIR COUNTRY HOMES

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THE SHAH, FLANKED BY PREMIER ZAHEDI, BRACES HIMSELF AS AN OFFICER RUSHES IN FOR HIS KISS



ROYAL SISTER-IN-LAW, Pprincess ABDOR-REZA,



IRANIAN LIPS

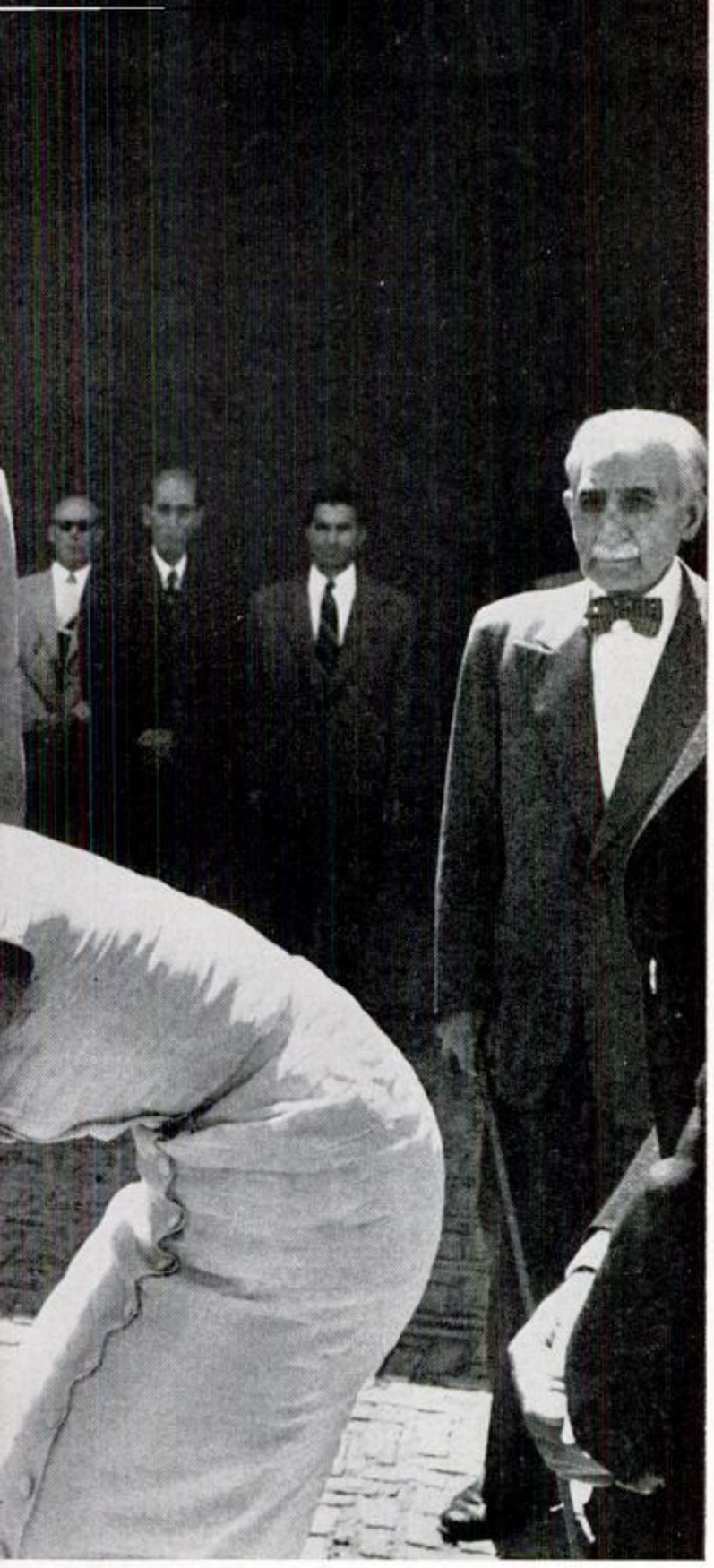
Ruler, home again, battles way

When the shah of Iran returned to Tehran after his three-day exile in Rome, his highly charged subjects had quivering lips ready to receive him. Before he had gotten 20 feet from his twin-engined Beechcraft he was caught up in a mass revival of the ancient Iranian custom of kissing the shah.

Fazlollah Zahedi, the new prime minister, reached the monarch inside the airplane and solemnly kissed his knee. Such other early planeside arrivals as Major General Nader Batmangolich, the new chief of staff, and Brigadier General Mohammed Daftari, the new chief of police, managed to perform their osculatory greetings on various parts of his majesty in a relatively orderly manner. But as the shah moved farther from the plane toward the guard of honor which was awaiting his inspection he looked more and more like a football halfback twisting, turning, side-stepping and straight-

MOVING FAST, shah almost escapes joyous kiss of army photographer, overcome by the occasion.

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HALTS SHAH WITH DEEP BOW AND A HAND KISS



TWO GOVERNMENT OFFICIALS IMPRINT THEIR FERVOR ON DIFFERENT PARTS OF THE ROYAL ANATOMY

GREET SHAH

through a mob of kissing people

arming his way through an opposing backfield consisting of generals, a princess, diplomats, even an army photographer.

In the crowds being held back by the police, men cried and screamed that they too wished to kiss the feet of their ruler. He got past them and rode triumphantly back into his capital, where the statues of his father were being restored to the pedestals from which they had been torn the week before. Next day the shah named a new government which promptly began a widespread series of raids on Communists who had been allowed to grow threateningly strong during the Mossadegh regime. He warned that there was a desperate need for foreign funds; Mossadegh had driven the nation to the verge of bankruptcy. Premier Zahedi and U.S. Ambassador Loy Henderson conferred and reports spread that the U.S. was planning to offer $36 million to bail the Iranians out.



ALMOST DOWN, shah side-steps to save himself as veteran courtier Savafy gets him about ankle.

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PLAY 'EM ALL, GIRLS!

A bonny Canadian lass of 19, Marlene Stewart is such an excellent golfer that she holds the British women's amateur championship. Although she was the favorite to win the recent U.S. women's amateur tournament, she was put out in an upset second round by Joyce Ziske, a 19-year-old from Waterford, Wis. The girls had finished neck-and-neck and were shooting an extra hole for the play-off. Marlene missed a four-foot putt by three inches. She then conceded an 18-inch putt, and the match, to Joyce.

What momentary madness could have seized Marlene Stewart? Wherever the bones of St. Andrew repose, if they still exist, they must have rattled like musketry. If the 18-inch putt is not the most difficult shot in golf, it is surely the most taxing, particularly when a match depends on its successful execution. When the ball lies 18 inches from the cup, the stage is set for spectacular disaster. The roll is so short that body english is ineffective as a guiding influence, and it is so long that the twitching of a nerve can tighten a vital muscle momentarily, reducing the force of the tap, so that the ball will travel a mere one foot five inches. Yet if the muscles suddenly loosen in the hysteria of the moment, the tap will have too much force and the ball will rim the lip of the cup and lurch sickeningly to the green beyond it.

Marlene Stewart, you stay after school and write out 500 times: "I will never, never, never concede another 18-inch putt—especially on the 19th hole."

'MIGHTY TO INSPIRE NEW HOPES'

Secretary of State John Foster Dulles last week touched the heart of the most important matter in the world. "Physical scientists have enabled man to destroy himself," he said. "Political wisdom must enable man to save himself." Neatly said, but how?

The question has not gone unanswered for a want of trying. The first U.S. proposal to eliminate atomic warfare was noble in spirit, even breath-taking. On June 13, 1946 we offered to share our knowledge and surrender gradually control of all fissionable materials and processing plants to a U.N. agency. We asked, in turn, that the agency guarantee "swift and condign" punishment for any violation of its rules, free from any veto. The Soviet Union brusquely rejected this, countered with a suggestion that we destroy our atomic stockpiles in return for a toothless convention to outlaw atomic weapons. So transparent was this propaganda that the Soviet Union's Andrei Gromyko hastened to amend it. The Russians accepted inspection and control if the atomic control agency was made subject to the Security Council—and, therefore, to the invidious veto. Upon this stalemate, formal international debate was adjourned *sine die*.

Actually, the argument has continued inside and out of government and it has preceded every step that widened man's powers of destruction. Now that the hydrogen bomb has been exploded it gains new urgency. Some details of the debate are cloaked in security but the opposition to present U.S. policy has been exposed in *Foreign Affairs* in an article by the atomic scientist, Dr. J. Robert Oppenheimer, one of the principal architects of the first bomb.

●

Dr. Oppenheimer's vast knowledge of the atom's destructive powers has implanted in him deep foreboding. He sees the position of the Soviet Union and the United States approaching that of two scorpions in a bottle likely to sting each other to death. The same forebodings inspired his opposition to the hydrogen bomb. First he argued that it was technically unnecessary and wasteful and beyond Soviet science. When overruled, he proposed that Mr. Truman dramatically halt the final hydrogen experiment and at the same time declare to the world that any test of such a bomb by any other power would be regarded as an act of war. Had such an ultimatum been presented and rejected the U.S. might be engulfed in atomic warfare.

Now Dr. Oppenheimer criticizes the rigidity of U.S. policy. We have supposed the only major deterrent to atomic aggression is our ability to hit back even harder—to apply swift and terrible retribution. But this policy Dr. Oppenheimer implies is a spur or a goad to the Soviet Union. As an alternative, Dr. Oppenheimer calls for a heroic effort to improve our atomic defenses—an effort so great that it would provide what he calls a "disincentive" to Soviet attack.

His argument is an echo of an old line of appeasement for which there is in the world a curious lingering nostalgia. The scientist seems to say it is not ourselves but the Soviet Union which needs reassurance. Why should a policy founded on retribution pose a threat to a power not bent on aggression? What reason have we to believe that the Soviet Union will negotiate in better faith once the U.S. is fenced off from atomic attack?

Frankly we doubt that the U.S. can be so fenced off. At the one point in this country which is most strongly fenced by radar and screened by our latest interception devices, 70% of attack planes slip through unintercepted. Our air defenses lag and must be improved, but no purely defensive effort, however mighty, can ever deter an aggressor bent on atomic attack.

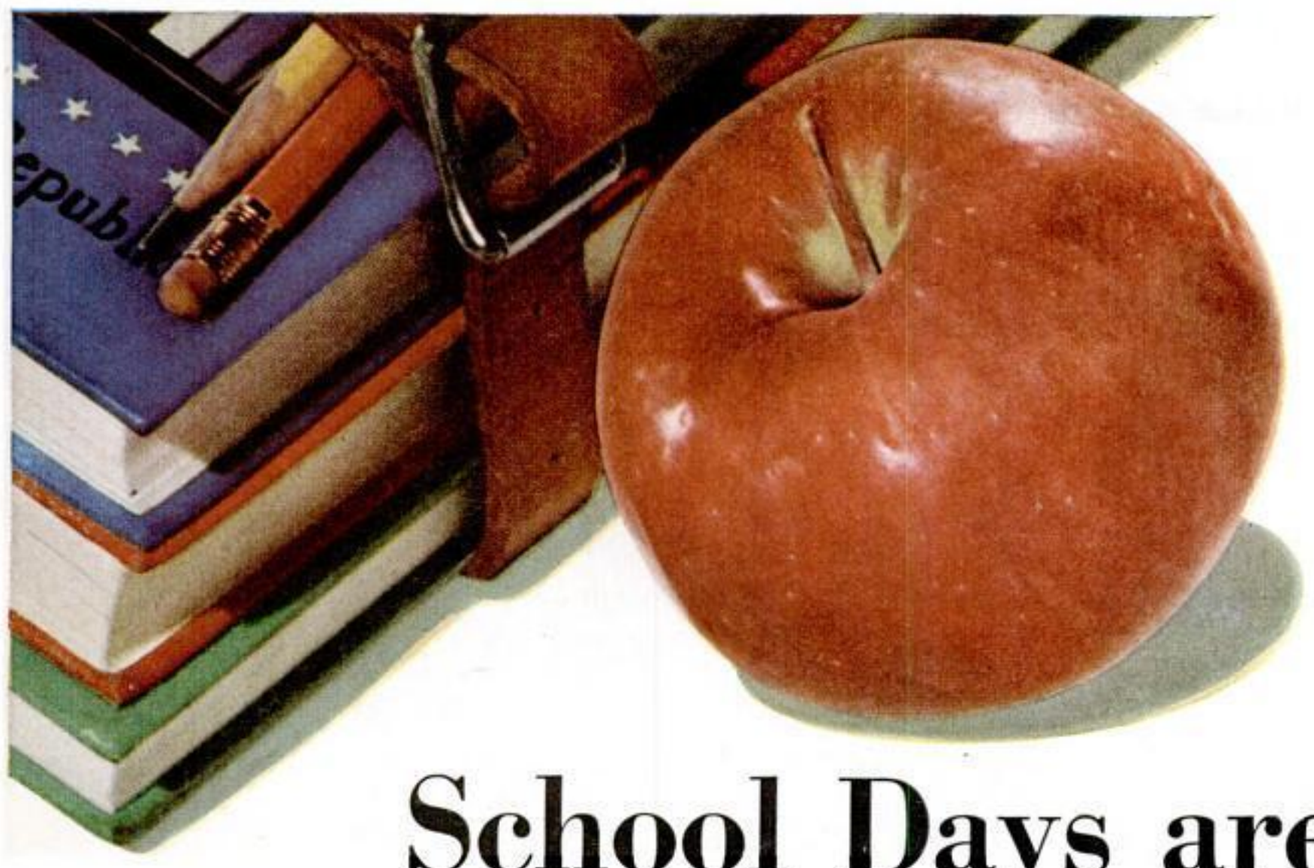
This would seem to leave us no choice at all but steadily to build our air fleets and our atomic stockpiles. Any change in accent or emphasis that detracts from our power to hit back weakens our hand in the world. But the terrible prospect of atomic warfare does give a tremendous urgency to the search for a political alternative.

●

The world is entitled to look forward to something better than self-destruction—and it is the prospect of inspiring such hope that offers to the U.S. its best prospect for breaking the present stalemate. The Roman poet Horace said, "mighty to inspire new hopes and powerful to drown the bitterness of cares." We have learned that millions under the Communist rule can be reached. Men in the streets of Berlin have defied tanks, thereby dispelling the myth of Communist supremacy in East Germany. The Malenkov regime has recognized discontent in the U.S.S.R. itself by promising to alleviate the hard life of its people. When the Soviet Union announced it had exploded the hydrogen bomb, the official communiqué was almost apologetic in an effort to reassure the world that it had no cause for alarm.

The conscience of mankind is a mighty weapon and now it can be rallied to our side. Mr. Dulles says the atomic bomb has made the charter of the U.N. obsolete, so indeed are all present propositions to control atomic energy. When Americans turned to General Eisenhower at the last election they indicated they were tired of old arguments. It takes no great imagination to understand what extraordinary surge of hope would greet a new plan to control the atomic forces of destruction. Here is an opportunity for the President of the U.S. to seize the moral initiative and give new hope to the world. No other task before him has a greater priority, none a greater claim to his attention.

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CAMPBELL'S VEGETABLE SOUP

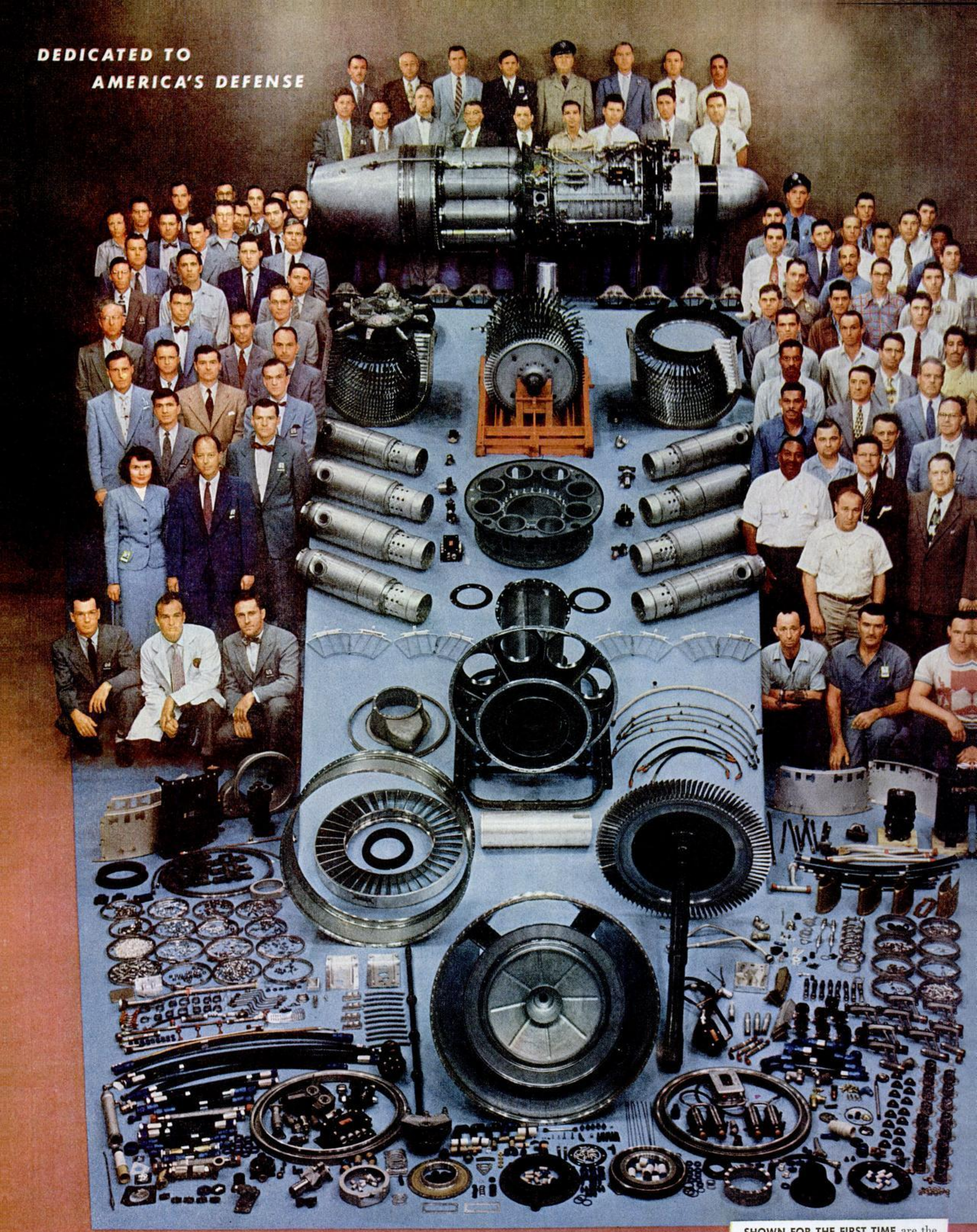
14 garden vegetables mingled in a hearty beef stock . . . no wonder folks call this "almost a meal in itself!"



"I just pick a soup from my Soup Shelf—and plan a meal around it. For lunch or supper there's no main dish like soup. I keep plenty of the family's favorite soups always on hand; **especially Tomato and Cream of Mushroom—I use them so much in cooking."**

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DEDICATED TO
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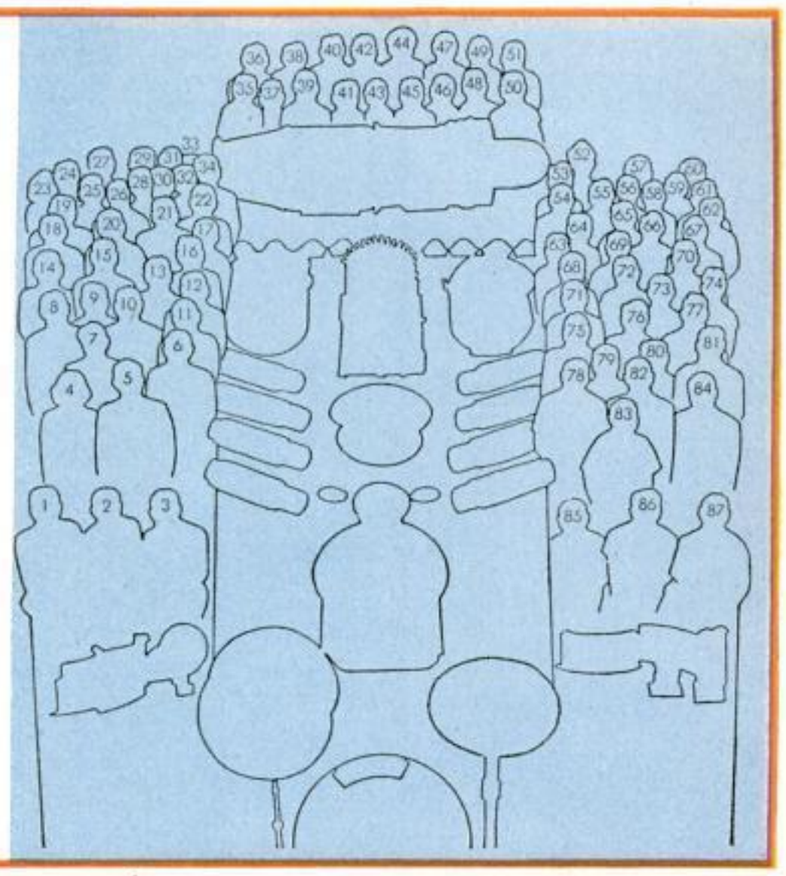


SHOWN FOR THE FIRST TIME are the 8854 parts that go into the G-E J47 jet engine, with 87 of the engineers and specialists who design and build it.

GENERAL ELECTRIC

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MEMBERS OF THE TEAM



1. Instrument Engineer **2.** Chemist **3.** Test Maintenance Man **4.** Calculator **5.** Control System Engineer **6.** Critical Materials Analyst **7.** Weight Control Analyst **8.** Field Service Engineer **9.** Augmentation Engineer **10.** Stress Analyst **11.** Flight Test Engineer **12.** Aerodynamics Engineer **13.** Thermodynamics Engineer **14.** Fuel Systems Engineer **15.** Lube Systems Engineer **16.** Afterburner Controls Engineer **17.** Engineering Manager **18.** Test Cell Design Engineer **19.** Accessory Engineer **20.** Lab Technician **21.** Detail Draftsman **22.** Design Consultant **23.** Engineering Assistant **24.** Spectrographer **25.** Combustion Development Engineer **26.** Draftsman **27.** Preliminary Design Engineer **28.** Blueprinter **29.** Electro-mechanical Engineer **30.** Turbine Design Engineer **31.** Metallurgist **32.** Metallographer **33.** Compressor Design Engineer **34.** Mathematician **35.** Component Test Supervisor **36.** Development Manager **37.** Vibration Specialist **38.** Instrument Calibration Specialist **39.** Welding Engineer **40.** Hydraulic Component Design Engineer **41.** X-Ray Technician **42.** G. E. Vice-president **43.** Quality Control Specialist **44.** U.S.A.F. Plant Representative **45.** Modification Assembler **46.** Time Study Specialist **47.** General Foreman **48.** Shop Engineer **49.** Expediter **50.** Assembly Foreman **51.** Laborer **52.** Security Guard **53.** Sub-assembler **54.** Toolkeeper **55.** Sound Control Engineer **56.** Inspector **57.** Cost Reduction Specialist **58.** Can Line Packer **59.** Methods Planner **60.** Technical Writer **61.** Jitney Driver **62.** Timekeeper **63.** Maintenance Specialist **64.** Machinist **65.** Test Methods Engineer **66.** Test Cell Operator **67.** Stock Keeper **68.** Fluorescent Part Inspector **69.** Toolmaker **70.** Pre-test Inspector **71.** Major Parts Assembler **72.** Carloader **73.** Packaging Specialist **74.** Magnetic Particle Inspector **75.** Engine Handler **76.** Manufacturing Manager **77.** Subcontracting Manager **78.** Crane Operator **79.** Tube Bender **80.** Training Instructor **81.** Safety Engineer **82.** Contracts & Product Planning Manager **83.** Welder **84.** Financial Manager **85.** Dynamic Balancer **86.** Machine Operator **87.** Sheet Metal Worker

87 KINDS OF SPECIALISTS, 8854 PARTS BUILD G-E JET ENGINES FOR AIR DEFENSE

On the 50th Anniversary of Powered Flight, G. E.'s jet team numbers over 17,000 men, 4000 other companies

The 87 men and women on the opposite page, gathered around the 8854 parts which go into a jet engine, represent 87 of the different skills needed to design, develop, build, and test the mighty General Electric J47 jet engine which powers some of our fastest fighting aircraft. Of course, hundreds from each specialization may be needed: for example, there are over 600 design and application engineers now working at G.E.'s Cincinnati, Ohio, jet engine plant.

Only a few of the over 7000 production workers, many highly skilled, who are responsible for quantity production of the J47 are pictured. Not shown are the employees of the 4000-plus independent subcontractors and suppliers who manufacture many of the engine's 8854 parts.

The Armed Forces depend on such highly trained engineering and production teams. Thus, when the need for jet engines arose in 1941, the Air Force turned to General Electric. With years of engineering leadership behind them, G-E engineers were able to deliver the first American jet engine just six months after they started work on it.

Today, aided by such modern and costly equipment as a million-volt X-ray machine, spectrographic analyzers and electronic computers, these same engineers are hard at work designing and developing new, more powerful engines for tomorrow's aircraft. Their constant goal: faster, farther, higher. General Electric Company, Schenectady 5, N. Y.

ENGINEERS: General Electric is constantly adding to its staff of highly skilled engineers and scientists. If you have a background of successful, creative engineering, and are not now in defense production, send your qualifications to our Technical Personnel Services Dept., Section B, Schenectady 5, N. Y. 230-5

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Boeing B-47 "Stratojet" bomber

Convair B-36 bomber
(6 piston engines, 4 jets)

North American F-86H fighter-bomber

North American F-86D interceptor

North American FJ-2 "Fury"

North American B-45 "Tornado" bomber

North American "Sabre Jet" F-86 fighter

These are the military aircraft that are powered by General Electric jet engines.

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Good judges agree...

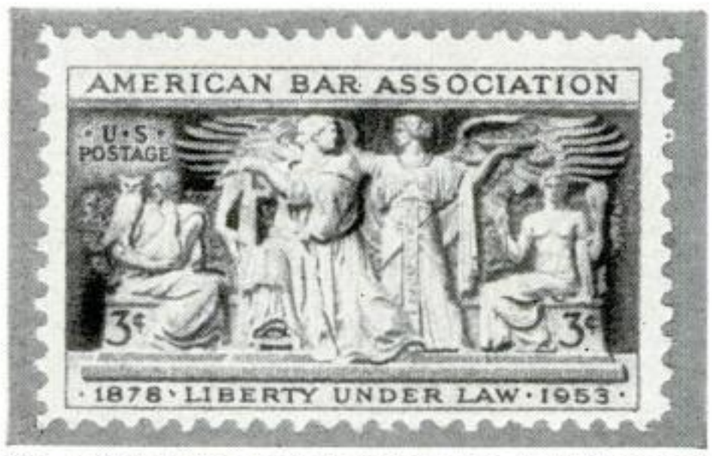
this rare, mellow flavor
is old-fashioned
through and through.
And price?
That's old-fashioned too!

Paul Jones

You just can't buy a better drink at any price!

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS

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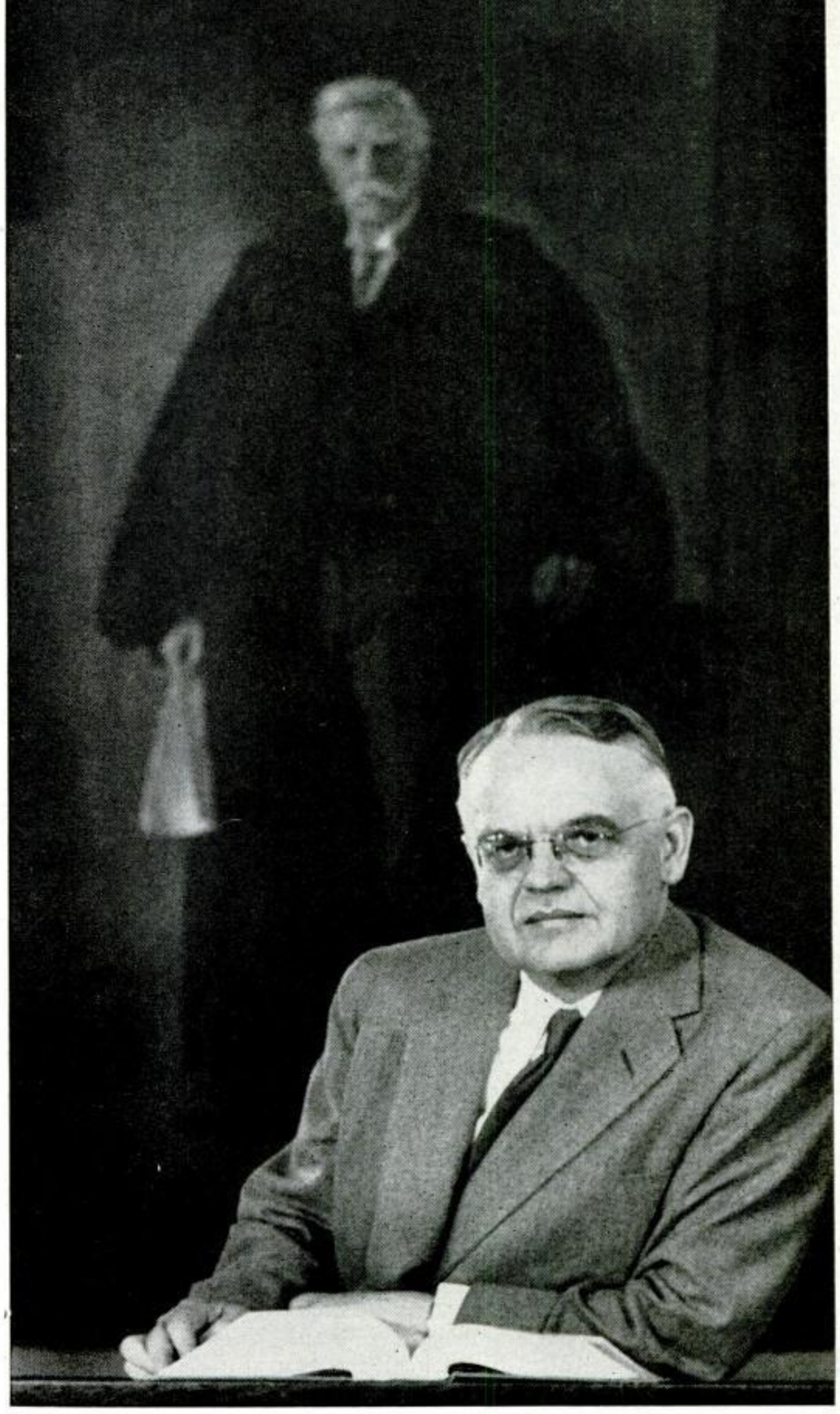
U.S. STAMP WAS ISSUED FOR A.B.A. ANNIVERSARY

AMERICAN BAR COMES TO NEW ENGLAND

4,000 lawyers gather for sightseeing and debate

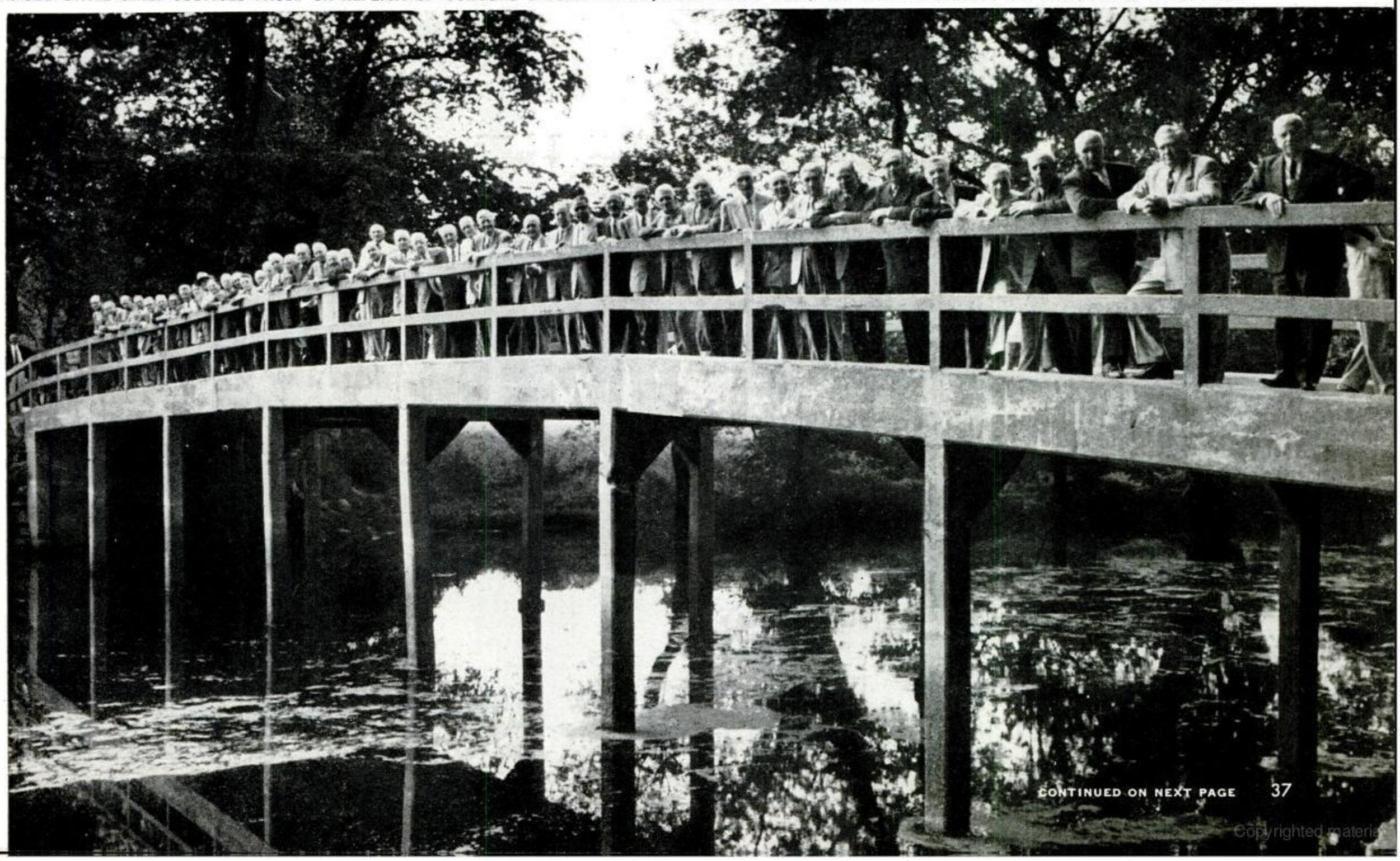
The Boston area buzzed with lawyers last week as 4,000 members of the American Bar Association came to town for their 75th annual convention. Preceded by an even more august group, the American Association of Chief Justices, they brought an atmosphere of decorum rare in convention cities as they went about sampling the local sea food, visiting law libraries, touring the landmarks of the American Revolution, which members of their profession are given so much credit for starting.

The convention served as a showcase for presenting to the public and to their fellow lawyers some of the most distinguished members of the profession in the U.S. (*next page*). There was serious work too. In the minds of its organizers this meeting was to mark the opening of a new era in the A.B.A.'s history, one in which it would devote itself less to professional matters and more to broad questions of public policy. Quick to oblige, the delegates plunged into a burning controversy (*p. 40*).



NEW PRESIDENT, William J. Jameson of Billings, Mont., the 77th head of the A.B.A., sits before portrait of late Associate Justice Oliver Wendell Holmes.

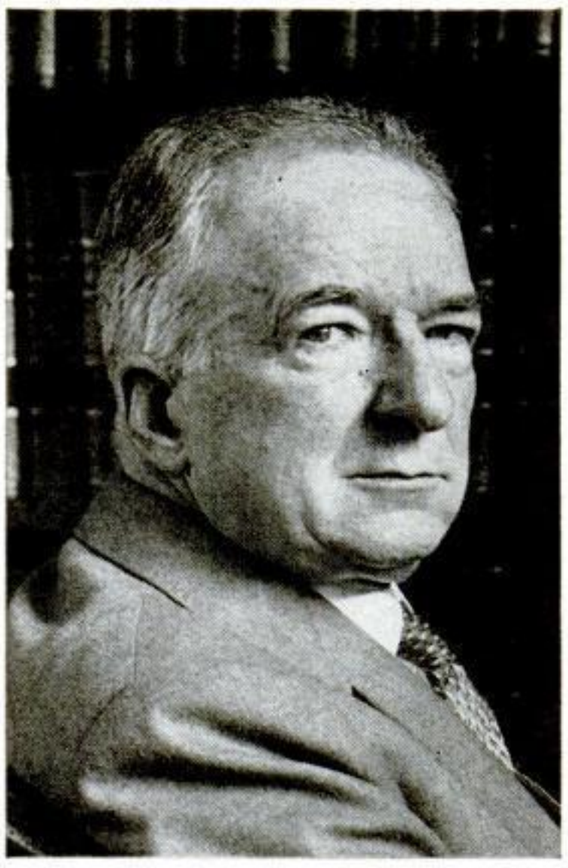
40-ODD STATE CHIEF JUSTICES PAUSE ON REPLICA OF CONCORD BRIDGE WHERE, THEY WERE TOLD, THE FIRST SHOTS OF THE REVOLUTION WERE FIRED



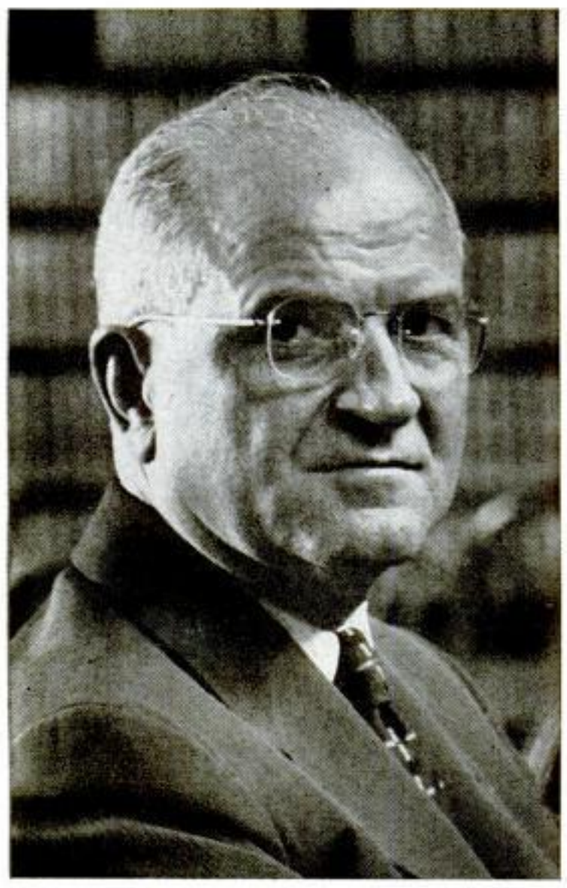
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Bar Association CONTINUED



FROM NEW JERSEY, Chief Justice Arthur T. Vanderbilt, a past A.B.A. president, played an important role in modernizing state and federal legal procedures.



TEXAN, Robert Gerald Storey, retiring A.B.A. president, was the executive trial counsel to Associate Justice Robert H. Jackson in Nuremberg war criminal trials.

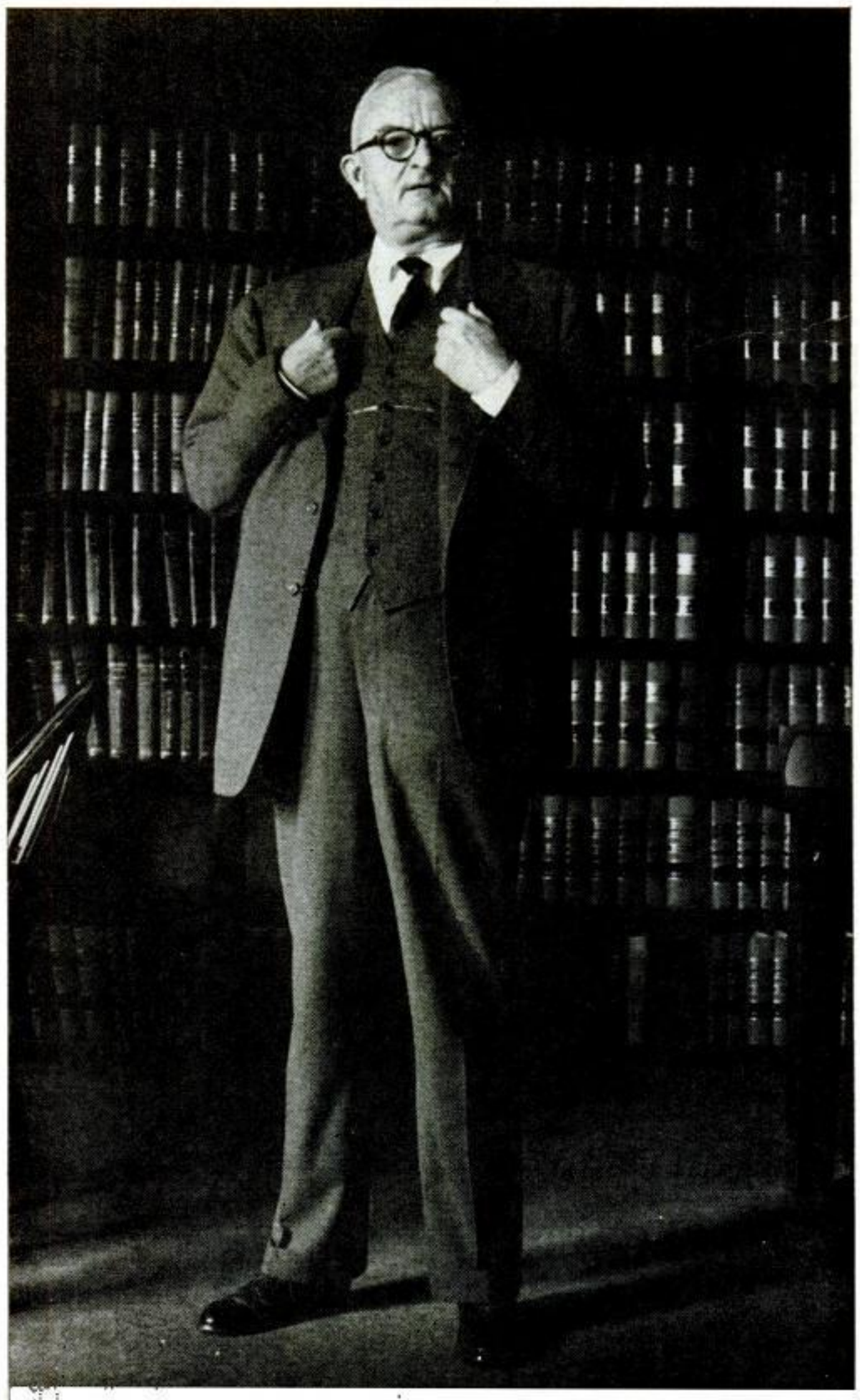


NEW YORKER, Harrison Tweed, Wall Street lawyer with a distinguished record of public service, is chairman of a commission to investigate New York courts.



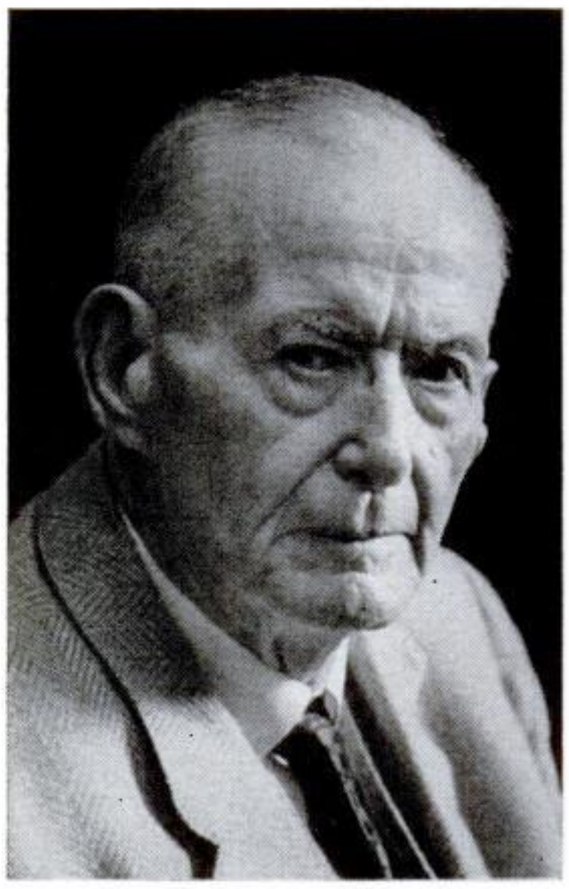
PATRIARCH of the legal world, Samuel Williston, 91, Harvard law professor emeritus, sat the meeting out at his residence in Cambridge.

PIONEER in legal aid work for the poor, Bostonian Reginald Heber Smith, standing below in his law library, was a convention official.

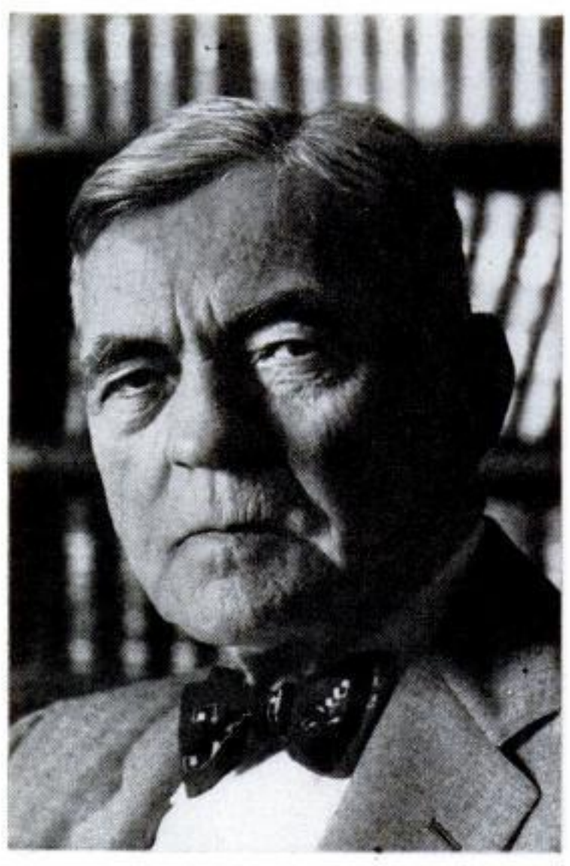




NEW YORKER, John W. Davis, was once (1918–21) ambassador to Great Britain and in 1924 unsuccessful Democratic candidate for President against Coolidge.



GEORGIAN, John Marshall Slaton, 86, defied public opinion in 1915 when, as governor, he commuted the death sentence of Leo Frank, afterwards lynched.



CALIFORNIAN, Herbert W. Clark, a leading West Coast lawyer and authority on legal education, was for years former President Hoover's personal counselor.

CONTINUED ON PAGE 40

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...watch
him turn
his back
on
babyhood



Let the coffee cool untasted,
let the bread be overtoasted.
What does breakfast matter on
His Majesty's first day at school!



Equipment for the serious scholar:
bottle cap, milk allowance, rubber band,
broken crayon, chestnut, marble—and
two completely undistinguished rocks.



What does a mother say at times
like this? What word of counsel?
Of comfort? Of command?
"Blow. Again. Blow hard!"



Memo to the Board of Education:
"Attached please find one small boy.
No previous experience in long division,
tying shoes or being hurt."



It's late—the
school bus honks outside.
It's late—much later
than you think.



Another chapter closes
in the too short book of childhood.
But every page can be re-read, every
precious moment lived again
...in snapshots.

The children stay young in snapshots



First choice of beginners and
experts alike—genuine Kodak Film
—in the familiar yellow box

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

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BOOK BURNING resolution was offered by Whitney North Seymour of New York. No one opposed it.



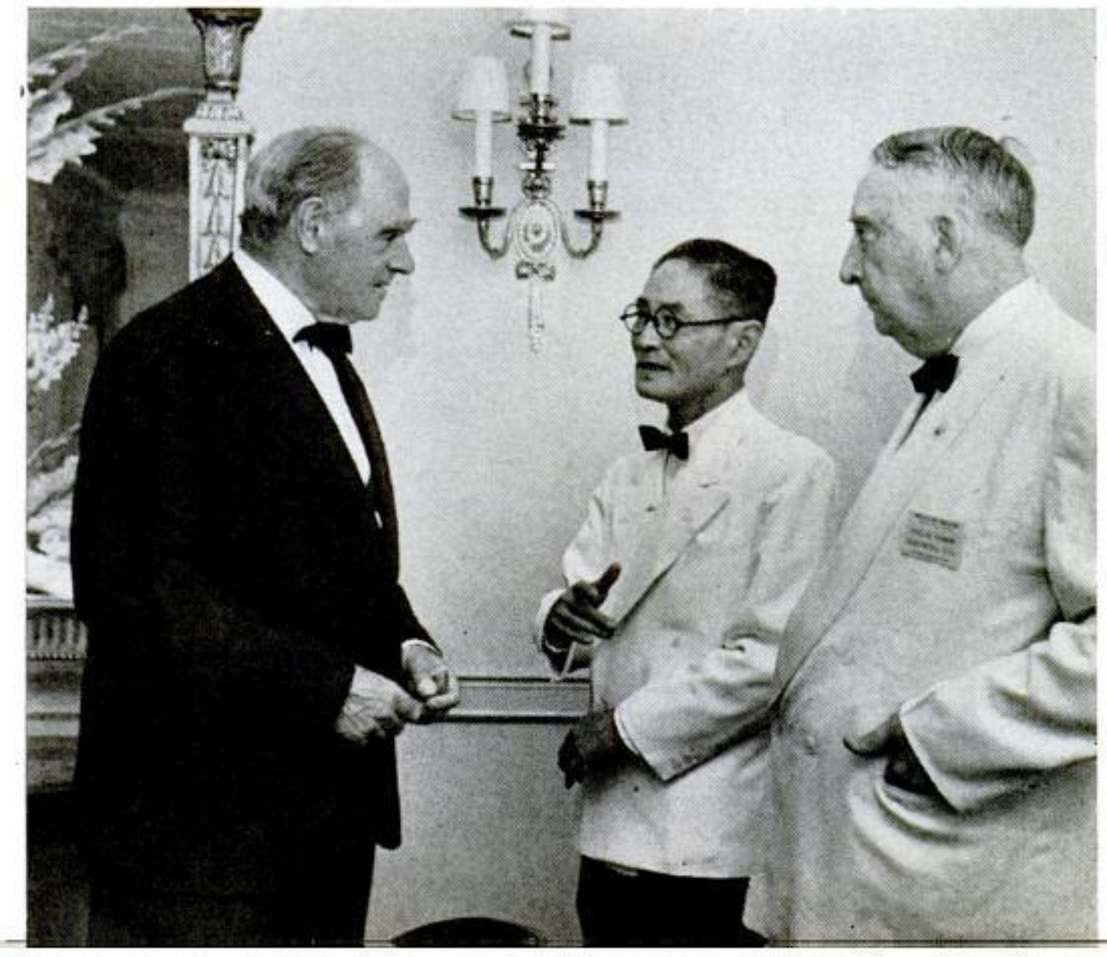
PRO-BRICKER debater, W. E. Stanley of Kansas, waves paper as he tells House of Delegates (*below*) that the constitutional amendment proposed by Senator Bricker is needed to assure that the U.S. Congress can act as a check upon rash executive acts.



ANTI-BRICKER speaker, Jacob M. Lashly of Missouri, held amendment would hamstring President.



DELEGATES LISTEN AS THEY ARE TOLD AMENDMENT IS UNSOUND. DULLES HAD SAID EARLIER THERE WAS NO ABUSE OF TREATY-MAKING POWER IN 160 YEARS



BAR FAVORS BOOKS AND BRICKER

After settling some intramural matters such as calling for a purge of Communist lawyers, the 227-man House of Delegates, which is the A.B.A.'s governing body, launched into its "new era" of public service. It denounced "book burning" and insisted upon "the right to read." It voted to investigate the methods used by congressional investigating committees. It debated for two days over the Bricker amendment to limit the President's treaty-making powers. The delegates listened to a strong argument against it delivered by a fellow lawyer, Secretary of State Dulles, and received an adverse report from one of their own committees. Then they made up their own minds and voted almost four-to-one to support it.

THREE TOP JUSTICES from three continents meet at smart Ritz Hotel party. They are Britain's Lord Simonds, Japan's Kotaro Tanaka, U.S.'s Fred M. Vinson.

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If you want a TREAT instead of a TREATMENT

...smoke Old Golds





We're tobacco men... not medicine men — OLD GOLD cures just one thing: the world's best tobacco. And now you can enjoy the same famous OLD GOLD blend in both Regular and King Size.

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NOTHING QUICKER!



Hunt's Heavenly Peaches served chilled. Ah, what a treat for a hungry man! Keep a can of deliciousness in *your* refrigerator—for dessert in a wink.



Nothing Slicker!

This is *Heavenly* Ice Cream Topping. A come-on-and-taste-me dessert! And you get your Hunt's Heavenly Peaches at down-to-earth prices. To make this topping, see recipe below the picture.

Heavenly Ice Cream Topping

4 Heavenly Peach Halves
2 tbsp. granulated sugar
2 tsp. cornstarch
¾ cup peach syrup
¼ cup water
1 tsp. lemon juice
2 tbsp. raspberry or strawberry jam, or currant jelly.

Mash peach halves with a fork. Mix sugar and cornstarch. Gradually add peach syrup, water and mashed peaches. Blend well. Stir constantly over medium heat until mixture comes to a boil. Lower heat and simmer 5 minutes longer. Stir in lemon juice and jam or jelly. Cool. Makes enough topping for 4 to 5 servings.

Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

Hunt's Heavenly Peaches at down-to-earth-prices!



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BRAND-NEW DAM BACKS UP 25-MILE LAKE WHERE TWO MONTHS AGO (RIGHT) THERE WAS MERELY A TRICKLE

THE RAINS COME TO TEXAS

New dam saves disastrous drought from ending in disastrous flood

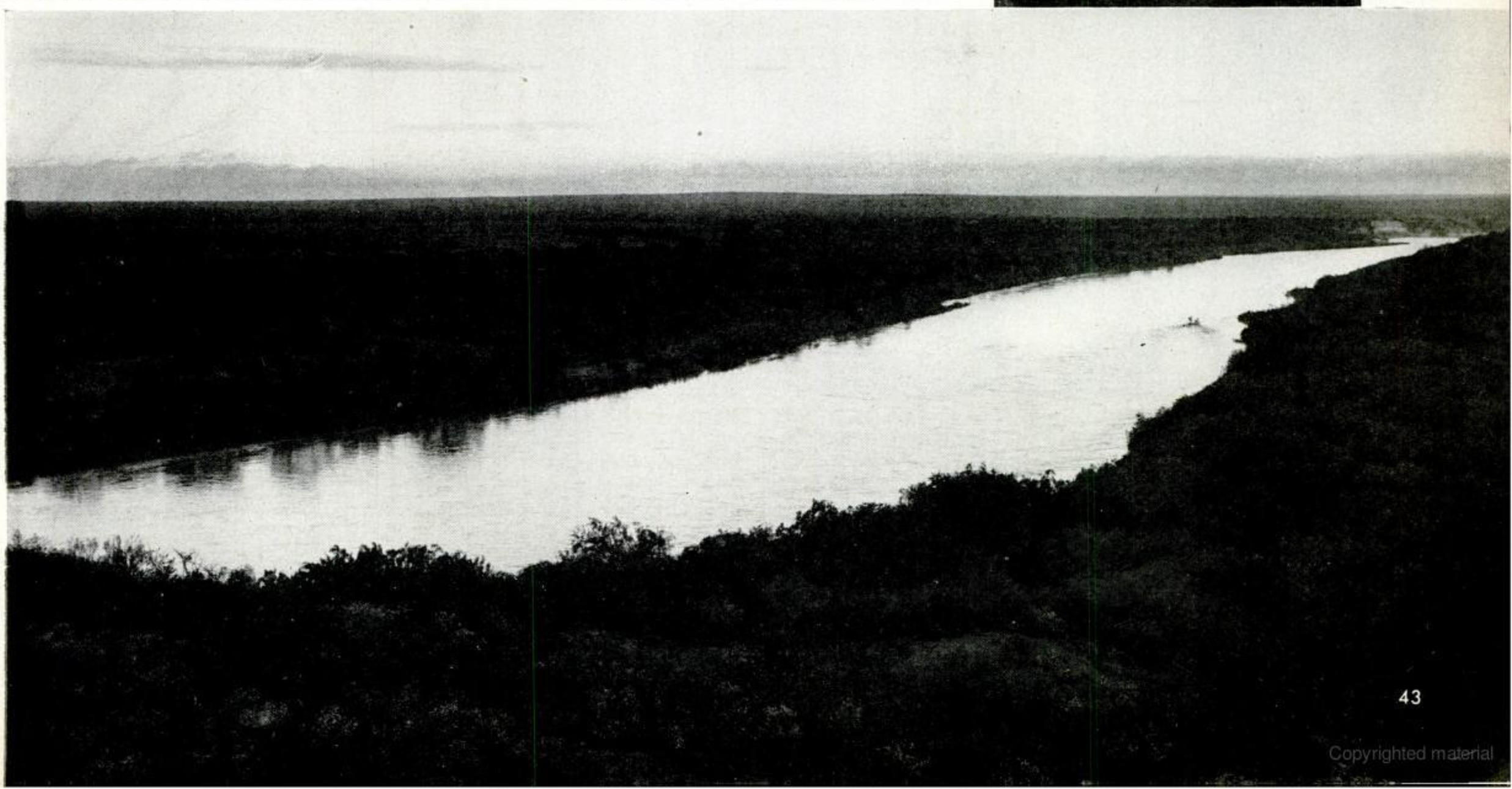
On the parched plains of Texas, suffering from the worst drought in memory (LIFE, July 6), healing rains came with a bang. In West Texas the thermometer, which had hit 100° for months in a row, fell to the 70s, and water no longer needed to be bought by the bottleful. The lower Rio Grande, which had shrunk to a string of puddles, overflowed its banks. The downpours gave up to five inches of water. A channel which was nearly dry Saturday morning was 45 feet deep on Monday night.

Just in time for the rain, the big new $69 million Falcon Dam, 75 miles below Laredo, was being rushed to completion. In less than a week it had backed up the waters of the Rio Grande 25 miles, forming the first stage of a reservoir which will eventually be 40 miles long. Once full, it will be able to dole out water to the farmers of the lower valley so that their crops need never dry up again. But it had another purpose too. Already it had proved its worth by impounding enough water to prevent the rains which ended the disastrous drought from turning into a still more disastrous flood.

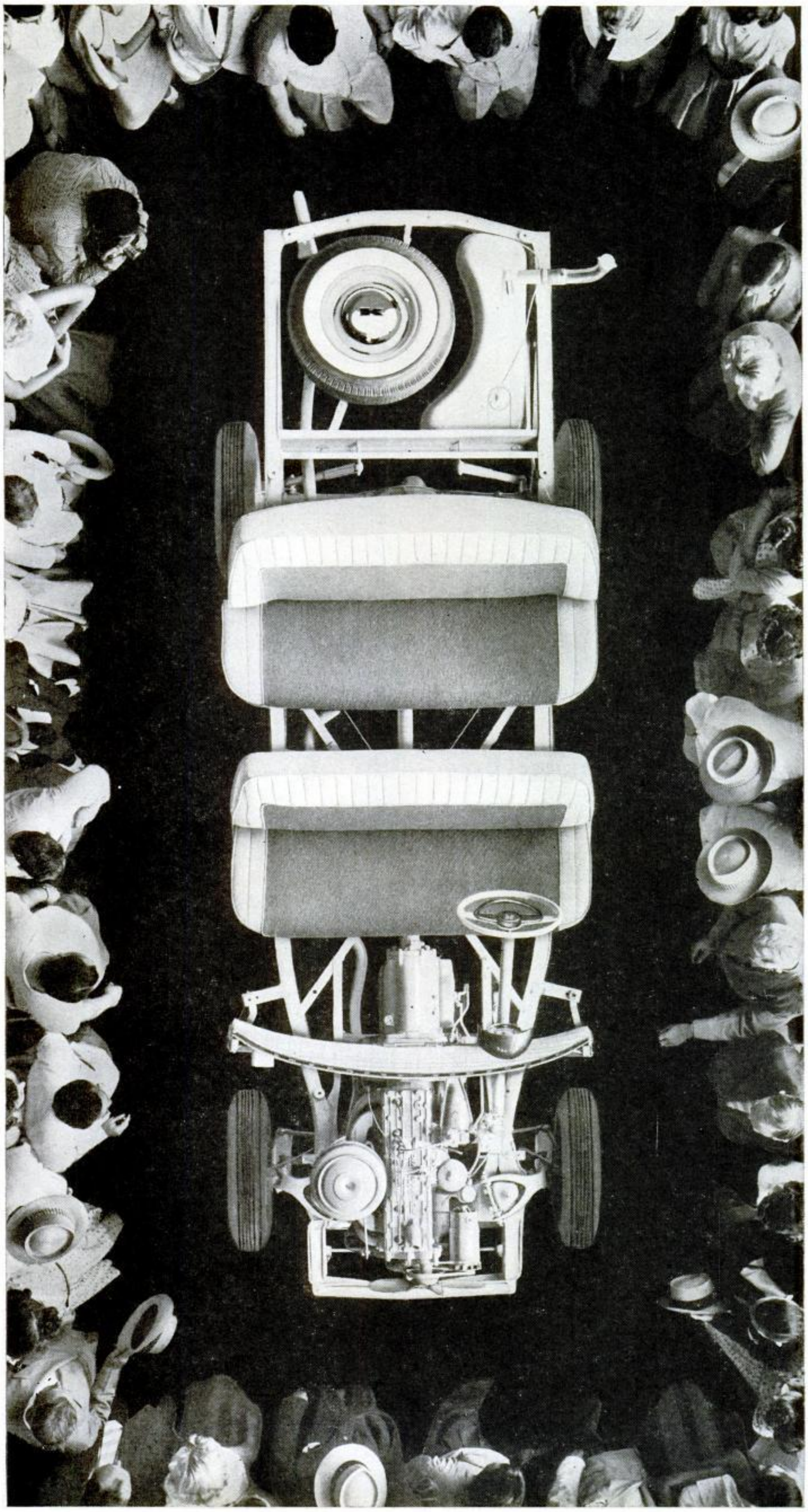




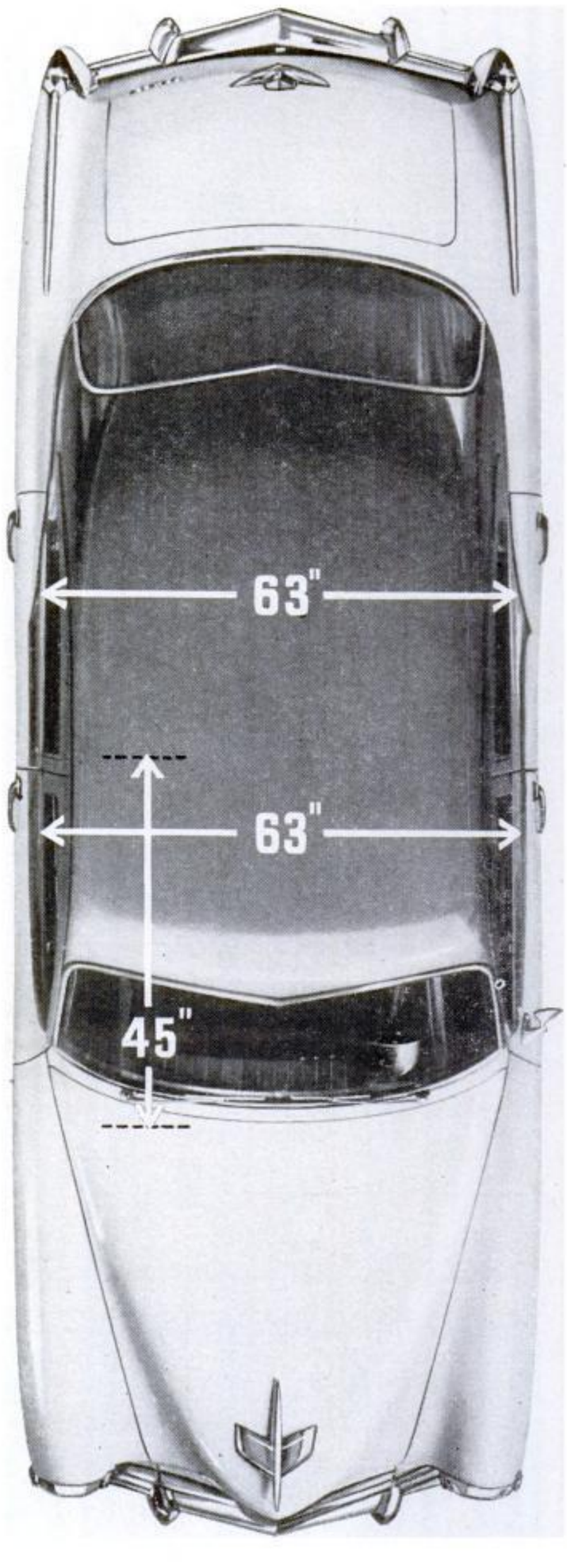
THE RIO GRANDE FLOWS BROAD TO THE GULF WHERE (RIGHT) IT WAS JUST A PUDDLE IN AN EXPANSE OF DUST



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Look at



Finer engineering! You're looking at America's strongest-braced chassis—with five steel cross girders, plus X-member. Yet not an ounce of excess weight. Its hypoid-gear rear axle and 100% counterbalanced crankshaft are examples of the precision engineering usually found only in the most expensive cars. No wonder many Kaiser owners report driving 80,000 miles and more without major repairs.

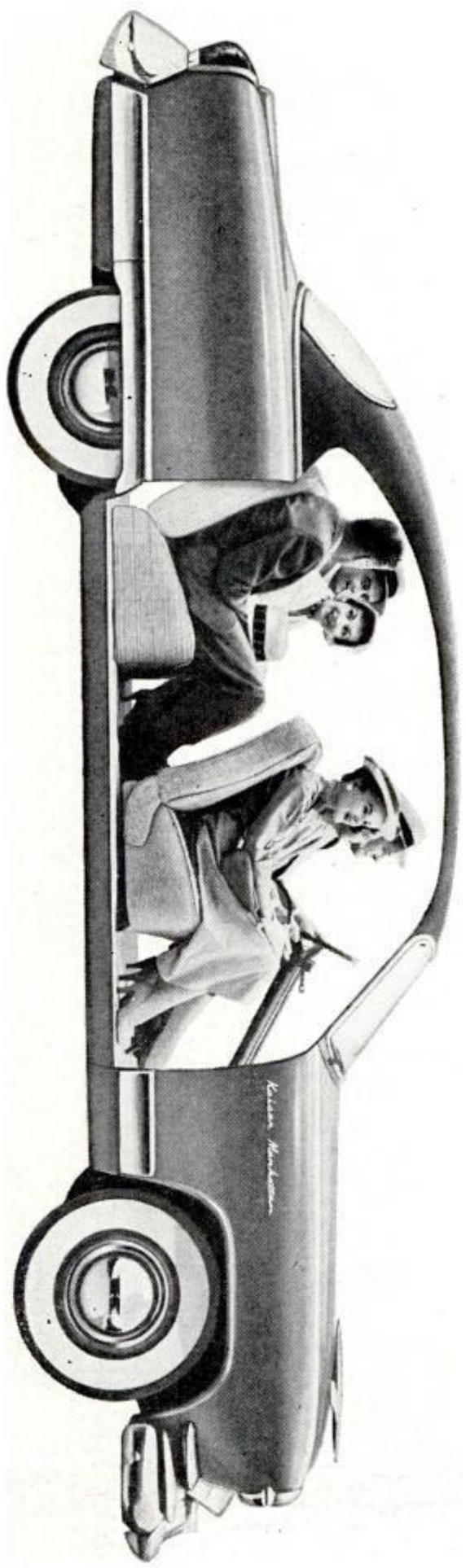
Roomier comfort! You could pay $1,000 more than the price of the Kaiser and still not get as roomy a car. In fact, Kaiser's seating width (63") and leg room (45" in front) are greater than in three of the most expensive cars. After you've owned a Kaiser, other cars make you feel "fenced in"!

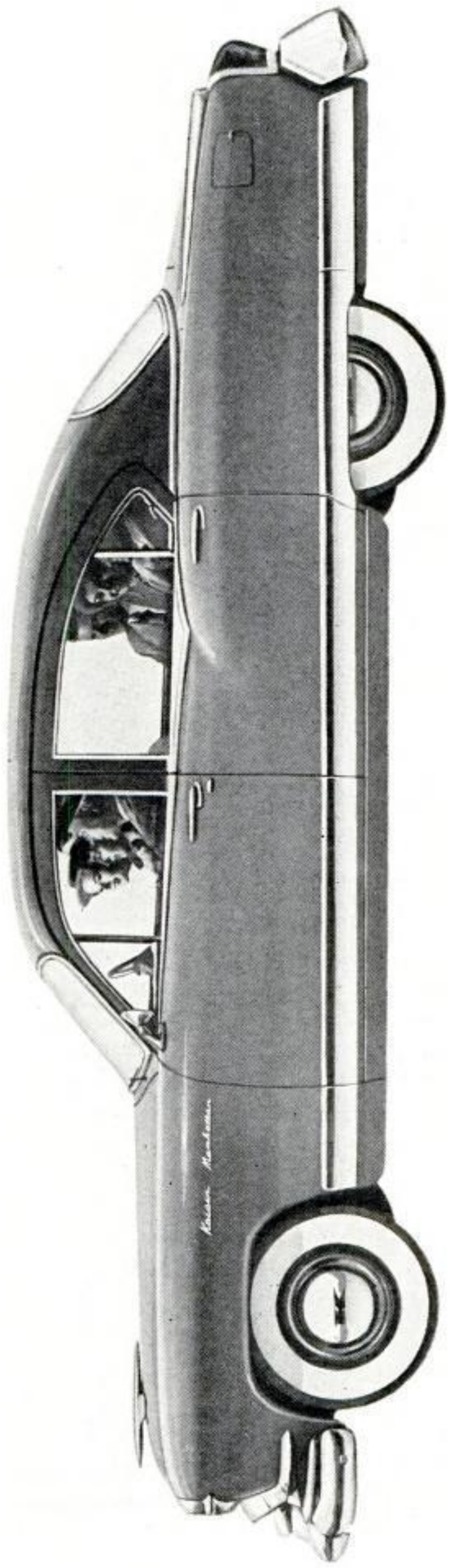
Drive the Kaiser...America's mo

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a Kaiser this way...





You'll see why it's America's best all-around value... and from every angle, America's most smartly styled car!

How do you judge a car?

On *Engineering? Roominess? Ride?* Or *Styling?*

If you measure Kaiser against other medium-priced cars, you'll find Kaiser's so far ahead there's just no comparison!

For Kaiser gives you all the luxury styling, roominess and riding comfort of an *expensive car.*

Yet it delivers the *economy* of a *lowest-priced car*...up to 24.9 miles a gallon with Hydra-Matic in Popular Mechanics' economy test.

Plus breathless performance and pick-up. And safety no other car at any price can match.

All this adds up to the greatest *value* on the road. Value that's the pride of 730,000 Kaiser owners. Value that increases daily as Kaiser's $62,000,000 expansion program rolls into high gear.

So if you plan to spend $2,000 or more for a new car—see your Kaiser dealer now! He's offering exceptionally generous "trade-in" allowances to celebrate Kaiser's great new expansion program!

Choice of three transmissions: ***Standard, Overdrive*, Hydra-Matic**** *—plus the finest and least expensive* ***Power Steering****. **optional at extra cost*

Listen to "Lowell Thomas and the News" Monday thru Friday, CBS Network.

Sponsored by your Kaiser dealer.

Smoother ride! Kaiser holds you snug to the road with the lowest center of gravity of any standard American car. Kaiser's scientifically engineered weight-to-power ratio makes riding feel more like flying. And—you can "U-turn" a Kaiser in up to 6½ feet less space than other cars its size!

Smarter Styling! Kaiser's low, European-type styling and dramatic color-styled interiors are beyond comparison in the medium-price field. Instead of broadcloth upholstery you find luxurious bouclé vinyl, as in custom-built cars. No wonder Kaiser has won *eleven* Grand Prix for styling!



eautiful car...winner of 14 international awards

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LIFE ON THE NEWSFRONTS OF THE WORLD

The Mau Mau talk of surrender, parents picket for GG serum, Alabama kids win the Little League series

In Kenya, Mau Mau terrorist leaders let it be known last week that they would like to stop the fighting, and the government promptly showered the jungle with leaflets telling the Mau Mau to come out in broad daylight waving green branches as a sign that they wanted to arrange for a surrender. They could come in safety, the leaflets said, and they would be "justly treated."

The leaflets brought a loud roar of protest from white settlers who, remembering Mau Mau butchery, denounced their governor as "a donkey," demanded "no negotiations whatsoever." With such ominous and sarcastic sentiments resounding through Kenya, the governor backtracked hastily, said there would be no general amnesty, and troopers waited in vain at the edge of the jungle for recalcitrant guerrillas swinging green foliage to appear.

The Soviet air force put on a massive air show for top government leaders and foreign diplomatic personnel, giving them a look at some of its latest models of the MiG-15 and other jets. Significantly absent from the demonstration was Lieut. General Vasily Stalin, the late dictator's son, who always before has personally led the annual "fly by" in a big bomber. Vasily has not been heard from since March.

New York City Patrolman Stephen Kramer was almost too late when he set out to prevent Miss Matti Totkowska from jumping from her window to the concrete below. When he started to step from fire escape to sill, she was already jumping, but he caught her wrist, hung on grimly for two or three minutes (below) *until more help came to pull them both to safety.*



PATROLMAN KRAMER MAKES A LUCKY CATCH



PARENTS HARASS HEALTH OFFICIALS

A siege for gamma globulin

Hysterical parents who thought that their children had been exposed to polio laid siege to New York City's Health Department, demanded gamma globulin for their children despite strict allotment rules which made them ineligible. They camped all night in a growing clutter of cigaret butts and coffee cups, finally wore down the Health Commissioner. He broke his own rules and released the GG. With this news out, over a hundred other parents converged on the health offices to try their luck with picket placards (*above*), ignoring all the facts: GG is not a polio cure, only a partially proven, temporary preventive; many older children are already immune to polio without shots; all the scanty supply of GG is needed urgently by exposed expectant mothers, tiny infants and families who already have a polio patient in the house; polio does not rank in the first 20 disease killers. Washington health officials feared New York's broken rules might lead to nationwide chaos in the GG inoculation program.

In the islands of Indonesia, government troops last week launched major military actions against the forces of Darul Islam, the Moslem terrorist organization which is seeking to turn Indonesia into a completely Islamic state and reportedly killed 80 of the rebels and captured 90 in skirmishes. Darul Islam, which holds almost undisputed control over one fourth of Java, last week claimed additional holdings in the Celebes and in South Sumatra.

Missing Reds are captured

FBI agents disguised as campers surrounded a cabin in California's High Sierras, captured two Communist fugitives who have been missing since 1951. The FBI's prisoners were Robert G. Thompson, one of the top 11 Communists convicted in 1949 of conspiracy to teach and advocate the violent overthrow of the U.S. Government, and Sidney Steinberg, a "second-string" Red leader indicted two years ago on a similar charge. The two Reds were quickly put behind prison bars along with four lesser Communists who had been helping them hide. The FBI men still are looking for two other top Reds who were convicted in the same trial as Thompson: Gilbert Green and Harry Winston.

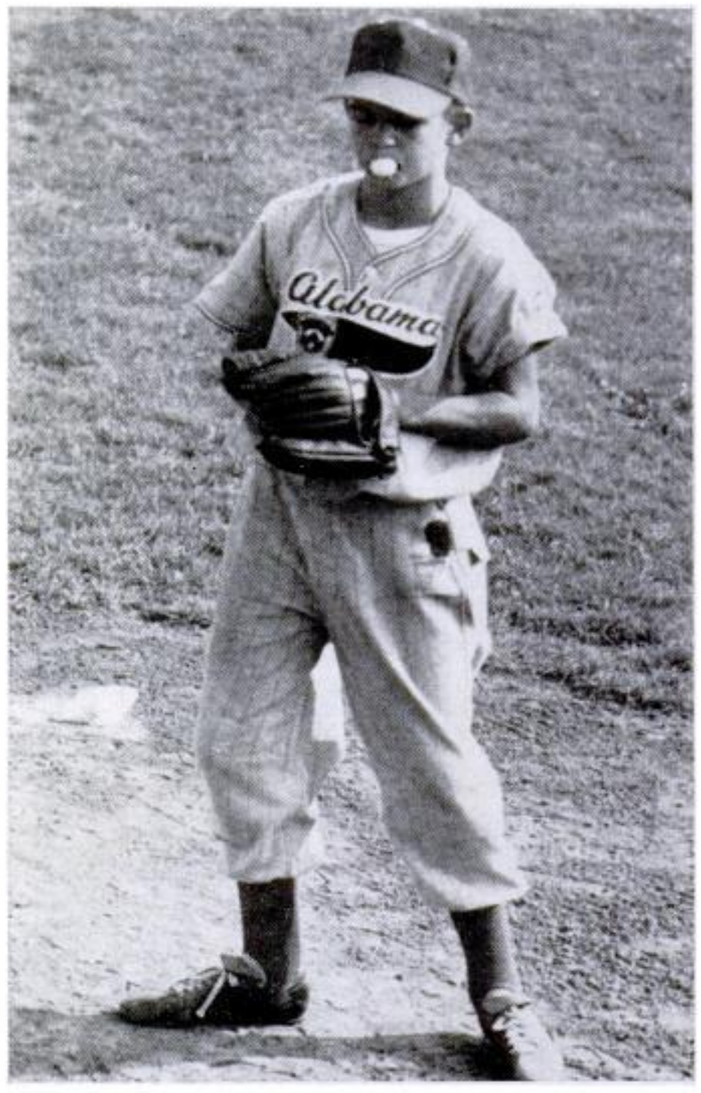
Anthony Anastasia, known on Brooklyn waterfronts as Tough Tony, went to court to try to divest himself of a solicitous 14-man police detail that has been guarding him since his life was threatened a month ago. "It is virtually impossible for me to carry on the normal duties of my profession," he complained. "I can't see no reason to keep this detail. I think I am well able to maneuver myself."

Two Convair airliners smacked into each other above Michigan City, Ind., ripping the belly out of one, the roof off the other. But both pilots kept control, landed safely. If either ship had swerved two or three feet the propellers of one would have sawed through the other and spelled disaster for the total of 57 persons aboard.

Disaster on K2

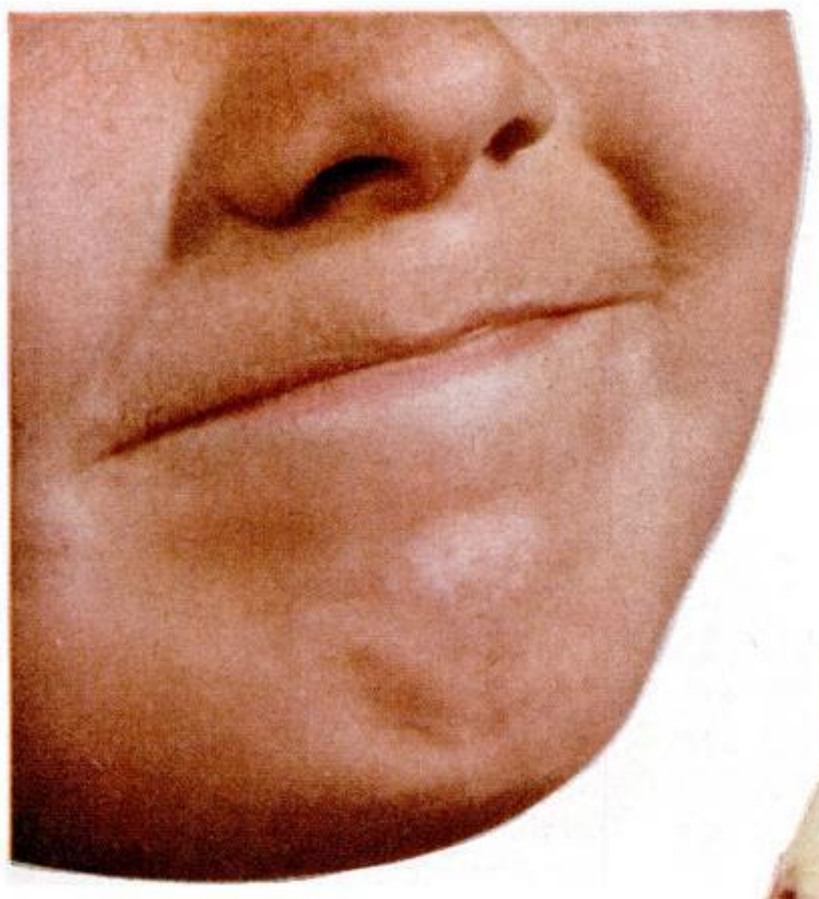
The world's second highest mountain, Kashmir's 28,250-foot Mount Godwin Austen (also called K2), took the life of an American when a climbing party fell from a razor-sharp ridge near the top. The party's plunge was halted after 100 feet when one man threw himself against a ledge, managed to anchor the rope which tied the team together. But Arthur Gilkey, a Columbia University geologist, who had already grown sick from frostbite and at the time of the accident was being lowered in a litter, was fatally injured by the fall.

Calmly chomping on gum and blowing bubbles between pitches (below), *12-year-old Joseph Sims of Birmingham, Ala. froze out a "Yankee" team from Schenectady with two hits, no walks, no runs to win the Little League World championship for his team.*



ACE HURLER RELAXES BETWEEN THROWS

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Fancy up your leftovers



MEAT PIE

BISCUITS



PANCAKES



DUMPLINGS



MUFFINS



SHORTCAKE



WAFFLES

Here's a for-instance (Just one of 12)

Biscuits like this are only the beginning. Bisquick does every one of the different delights you see on this page. Know why? Because Bisquick is basic. *It's made with the very things you need to start almost any kind of baking.* Directions are on the package—so pick and choose . . . biscuits or cake . . . plain or fancy . . . Bisquick does 'em all. You can see why *we* think that for feeding a family you can't beat **Bisquick**

12 beautiful bakings all from one basic mix. Betty Crocker

Grand for parties



NUT BREAD



VELVET-CRUMB CAKE



COFFEE CAKE



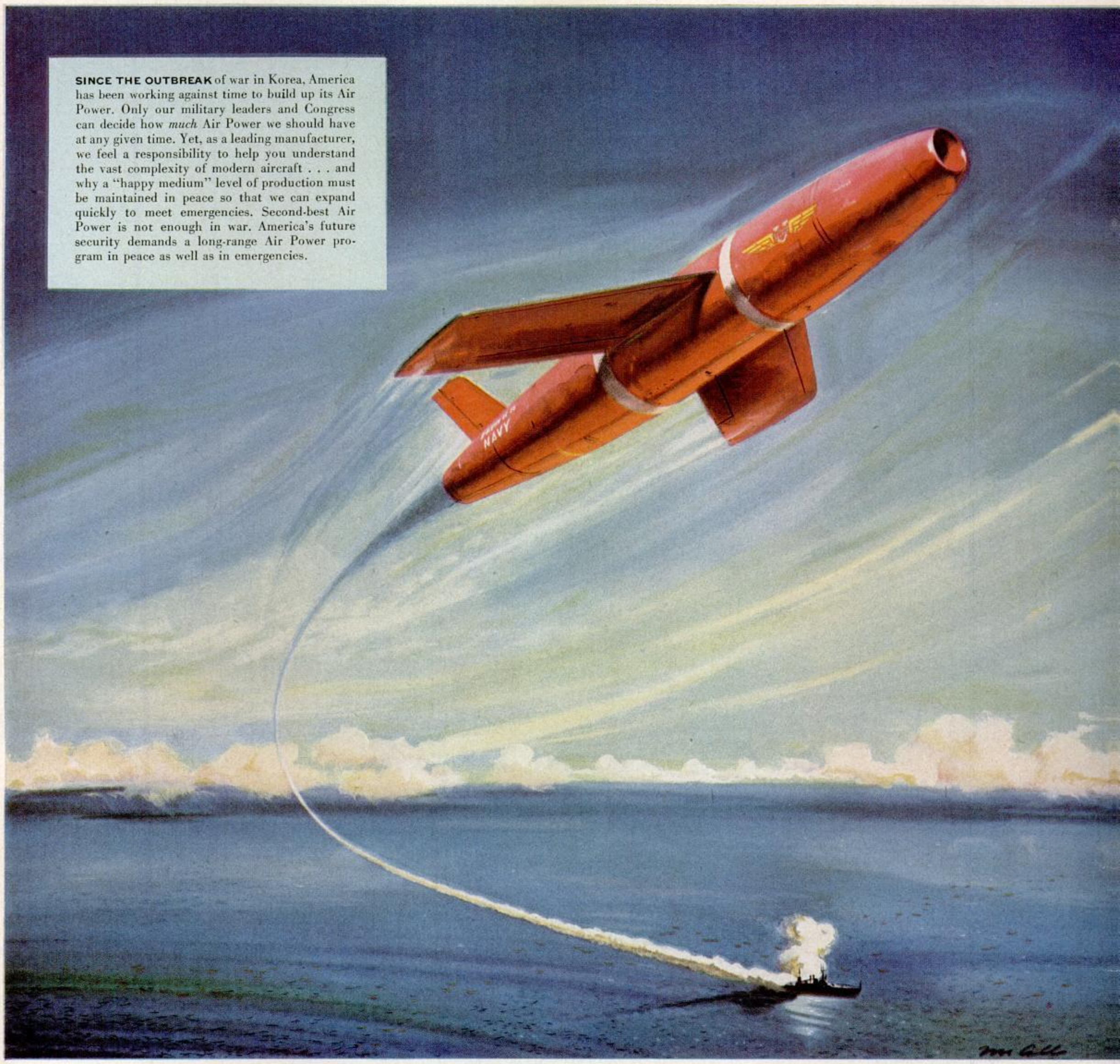
COOKIES



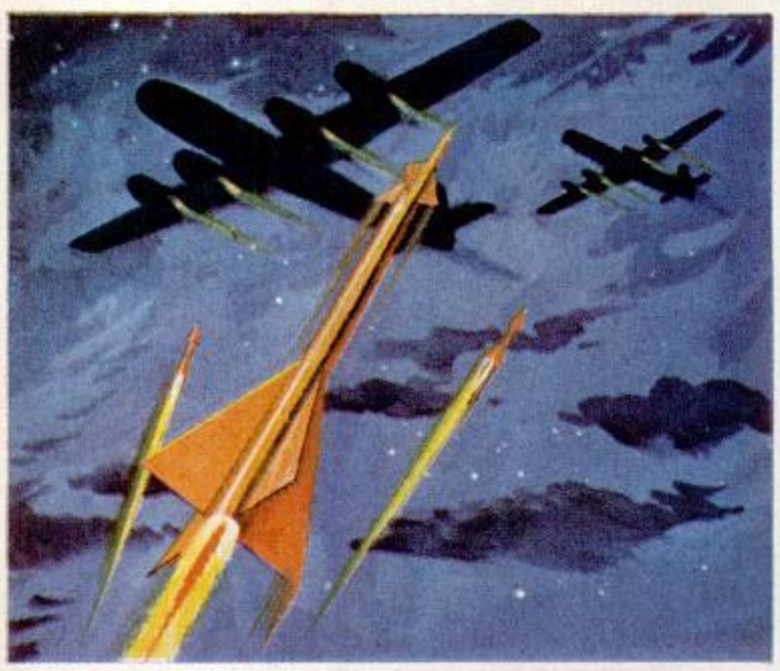
COBBLER

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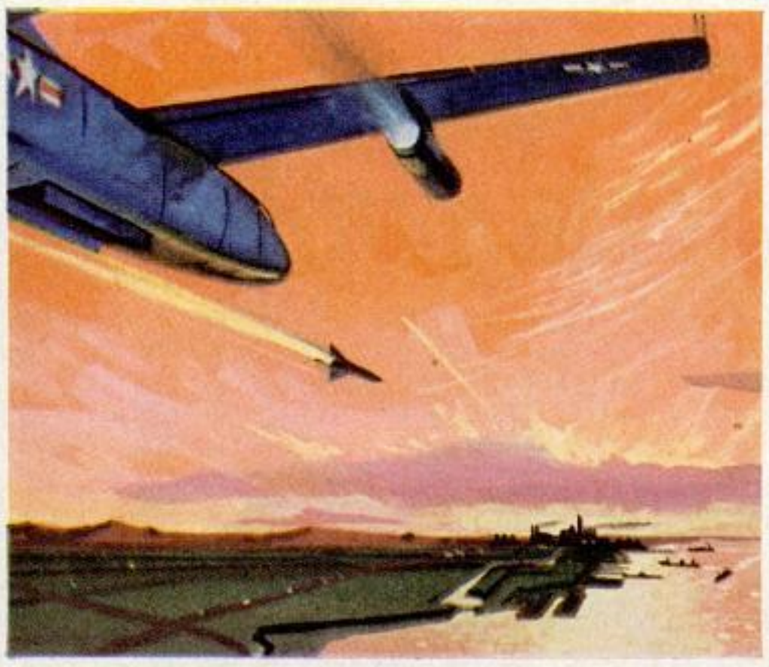
SINCE THE OUTBREAK of war in Korea, America has been working against time to build up its Air Power. Only our military leaders and Congress can decide how *much* Air Power we should have at any given time. Yet, as a leading manufacturer, we feel a responsibility to help you understand the vast complexity of modern aircraft . . . and why a "happy medium" level of production must be maintained in peace so that we can expand quickly to meet emergencies. Second-best Air Power is not enough in war. America's future security demands a long-range Air Power program in peace as well as in emergencies.



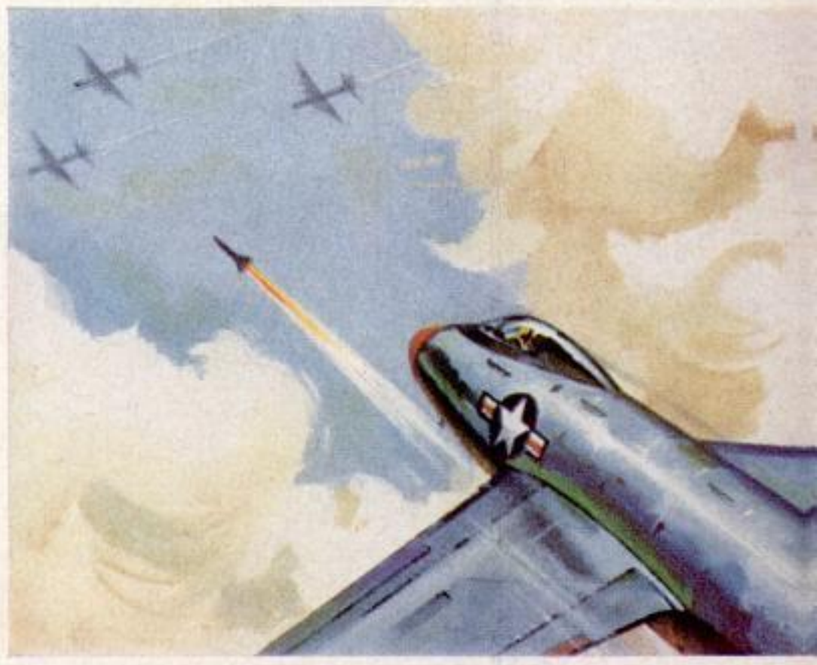
NAVY'S SLEEK "REGULUS," AN ADVANCED, SURFACE-TO-SURFACE GUIDED MISSILE BUILT BY CHANCE VOUGHT AIRCRAFT, HAS BEEN UNDER DEVELOPMENT SINCE 1947.



GROUND-TO-AIR MISSILES NOW UNDER DEVELOPMENT INCLUDE THE ARMY-SPONSORED DOUGLAS "NIKE"



AIR FORCE, NAVY ARE WORKING ON AIR-TO-SURFACE MISSILES TO GIVE AIR STRIKES UNEQUALLED POWER



FUTURE AIR FORCE FIGHTERS MAY CARRY GUIDED AIR-TO-AIR ROCKETS SUCH AS THE HUGHES "FALCON"

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Advertisement

GUIDED MISSILES ARE COMING OF AGE

MORE THAN 10 YEARS AFTER FIRST WORK BEGAN

ALTHOUGH years of work are still ahead, a whole new breed of flying weapons is fast changing concepts of future offensive and defensive aerial warfare.

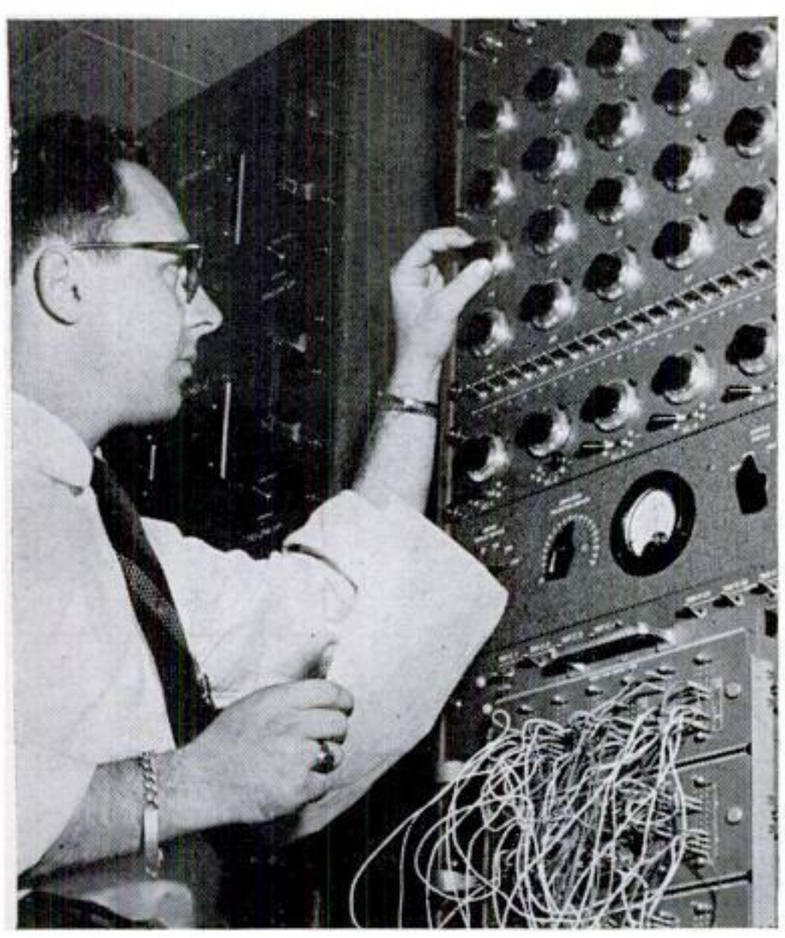
These are the guided missiles—sleek, high-speed products of industry and science. Unlike ordinary bombs or shells, they can be guided by remote control to targets *after* they have been launched. Large missiles are being developed to fly hundreds of miles to blast massive targets; smaller versions to intercept and bring down the highest-flying enemy bombers.

Four basic types of guided missiles are being developed. These are: 1. *surface-to-surface* missiles, the largest—made to be fired from the ground or Navy ships against distant surface targets; 2. *surface-to-air* missiles—anti-aircraft weapons; 3. *air-to-air* missiles—designed to replace guns as primary armament for aircraft of the future; 4. *air-to-surface* missiles—to be launched in the air from areas outside the enemy's heaviest defenses for guided flight to a surface target.

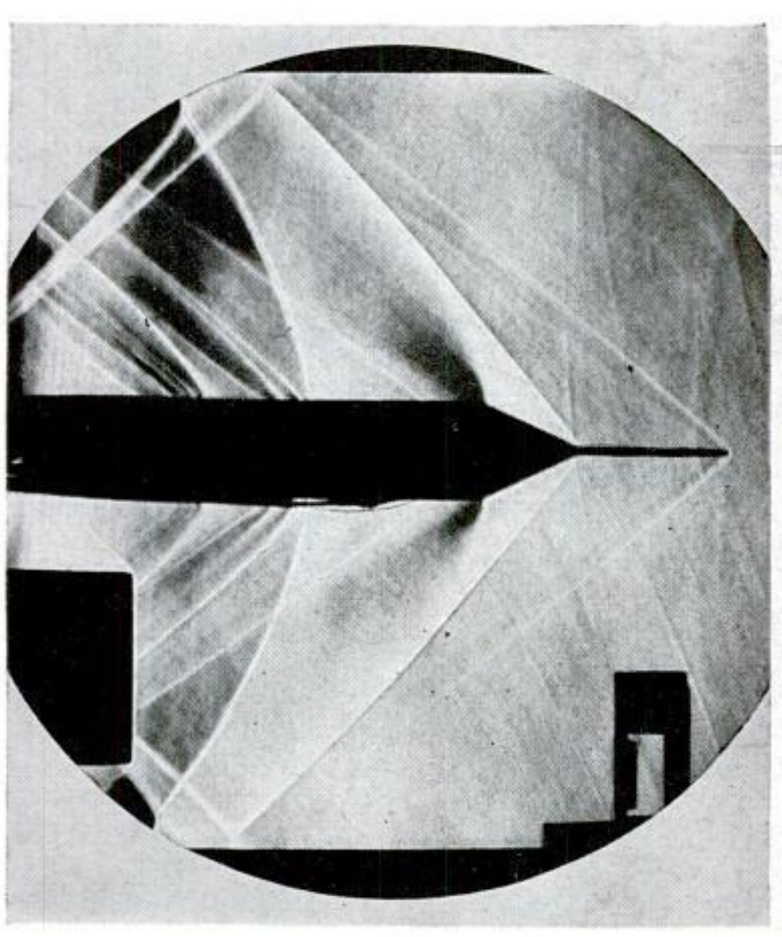
Some of these types, like Chance Vought's Regulus, are in limited production today. But much development work lies ahead—it may be many years before these missiles do much more than supplement modern aircraft manned by skilled pilots. For these weapons require not only their own power source—rocket, ramjet, or turbojet engines—and their own explosive warhead, but also their own guidance systems.

These guidance systems alone are as complex as they are varied. Some types of missiles carry radar devices and follow reflected radio waves bouncing off their target. Some ride electronic "beams" directed at the target from their launching site. Still others may one day use automatic celestial navigation to guide themselves to their target area.

Yes, after more than ten years of intensive effort by the military, scientists and technicians from industry and from universities, guided missiles are indeed coming of age. But their development must continue without letdown if American airpower is to remain second to none.



MATHEMATICAL PROBLEMS of missile design—which would take men with desk calculators years to solve—are quickly handled by the electronic wizardry of analogue computers, complex machines like this one in the Chance Vought laboratories. Similar electronic "brains" function in missile guidance systems, calculating flight paths almost instantly from data supplied by target-watching radars.



WIND TUNNEL research is basic in designing guided missiles to fly efficiently at speeds up to and even far beyond the speed of sound. Design research must also consider such factors as the earth's rotation, gravity and magnetic fields, and atmospheric conditions at extreme altitudes. Photo shows shock waves from a test model in a supersonic stream of air at United Aircraft's own wind tunnel.



POWERFUL ENGINES are being developed in such facilities as this ramjet laboratory in Connecticut, a joint project of the Navy and United Aircraft Corporation. Complex laboratories like this are absolutely essential to develop more effective power plants for missiles and future aircraft. Here a Pratt & Whitney Aircraft ramjet, with heat radiation visible, is run in one of the facility's test cells.

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RUNNING WITH THE FIELD ON THE LAST TURN, HELICOPTER (NO. 2) STARTS THE SPRINT WHICH BROUGHT HER HOME FIRST BY A LENGTH IN SECOND HEAT

FAST FILLY

Long shot gets a record purse

Helicopter, a 3-year-old brown filly, rated no better than 10 to one in the Hambletonian, at Goshen, N.Y., the biggest event of the harness-racing year. Fillies seldom win the important trotting races. And Helicopter was to be driven by a 29-year-old farm boy named Harry Harvey: no one that young had ever driven a winner in the Hambletonian. In the first heat Helicopter finished 17th. In the second, she seemed out of the running till the last turn, when she sprinted from the field to win by a length. In the third and decisive heat she stayed with the leaders all the way and won by a head to clinch a record purse: $63,126.59.

LONG LINES FORM AT GOOD TIME TRACK'S BETTING WINDOWS AS RECORD CROWD OF 20,000 WAGERS THE RECORD SUM OF $215,158 ON THE HAMBLETONIAN



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In stockings, as in *every* product, some are better than others. Some wear longer than others. Our honest opinion is that Cannon stockings will last longer than the vast majority of nylon stockings you can buy, at any price, and here's why we say so.

Long-wearing Cannon stockings have a "soft" finish which resists snags, as the hard finish used on many stockings seldom does.

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Long-wearing Cannon stockings are *knit* to fit, not stretched to shape to save yarn, as is sometimes the case with inferior stockings.

Long-wearing Cannon stockings in proportioned lengths—short, medium, long—fit you perfectly without pulling or bagging.

Long-wearing Cannon stockings are critically inspected. Careful culling weeds out even the tiniest flaw. Every pair of Cannon stockings is a perfect pair.

So you see, the secret of long wear in stockings is really simple: *Trust the name Cannon, just as you trust Cannon for long-wearing towels and sheets.*

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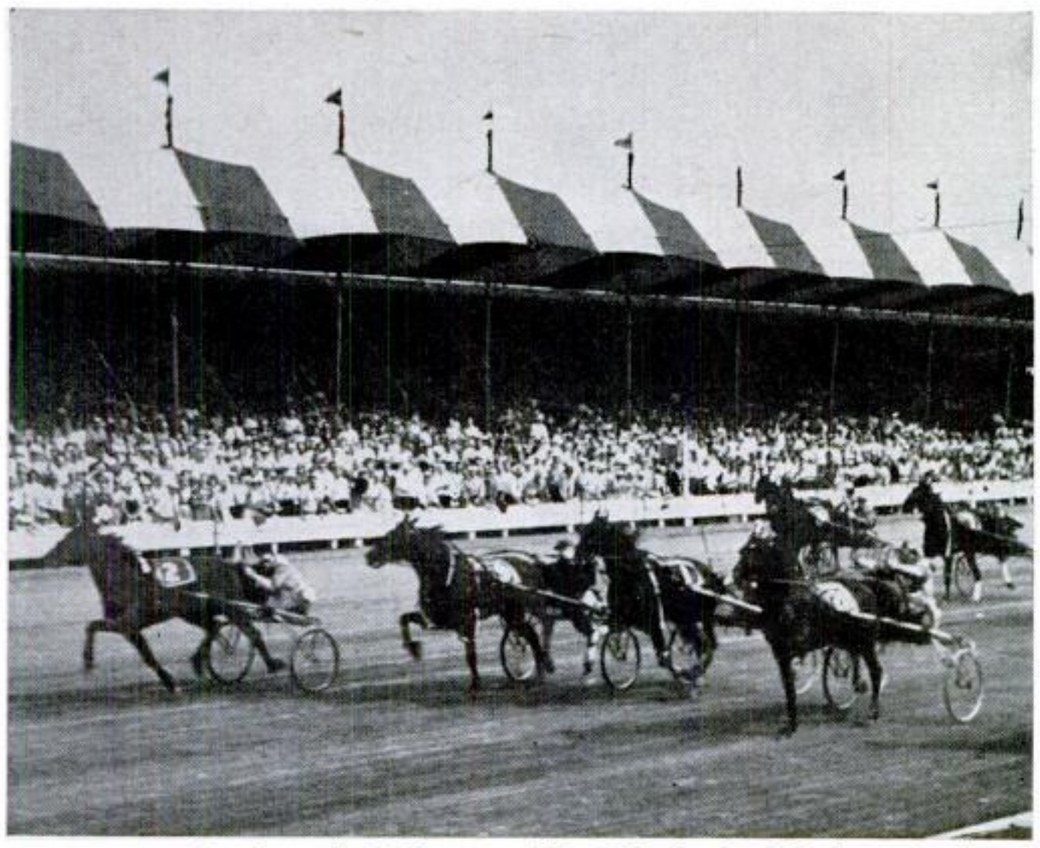
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TRADE MARK CANNON

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TROTTING handsomely, Helicopter (No. 2) leads the field down the home stretch to win the second heat by a length. Elby Hanover (No. 9) was second.

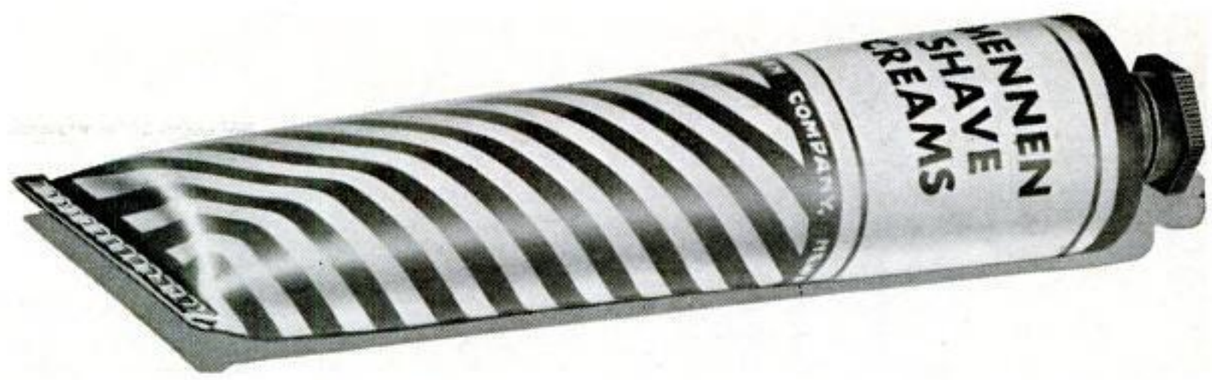
TROTTERS ARE STEPPING HIGH

The 1953 Hambletonian set new records in all the important categories: entries, purse, attendance and money bet. It was a year of records for a sport which a decade and a half ago was almost restricted to county fair grounds. This year nine million Americans will wager nearly half a billion dollars at 501 harness tracks as 12,500 horses match strides for $20 million in purses.

These figures are still small potatoes to flat racing's $64 million purses and $2 billion betting handle. But smart promoters have brought the trotters into the big time by building modern racing plants close to big cities, tracks with ample parking space, long rows of betting windows, mechanical starting gates and by running colorful races under floodlights. Combined with the old-fashioned look of the high-stepping horses and the brightly painted sulkies, it was enough to make harness racing the fastest growing sport in the U.S.



VICTORY PICTURE finds young driver Harry Harvey holding the reins of mild-mannered Helicopter, while the wife of co-owner smiles on other side.



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with the super whisker-wilting action of any Mennen Shave Cream!



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THE WORLD WE LIVE IN: PART V

THE PAGEANT OF LIFE

Through the wondrous workings of evolution all living things grew out of shadowy beginnings in the warm primeval oceans

Text by LINCOLN BARNETT

Let the waters bring forth
the creeping creature having life . . .
GENESIS 1:20

FOR perhaps one half of the long span of earth history the planet Earth lay barren and lifeless under its canopy of air. The waters of its oceans rose and fell with the pulse of the sun and moon and stirred with the respiration of the winds. But in them no living thing moved. Above them the great continental platforms loomed rocky and bleak, devoid of green as the landscapes of the airless moon.

Then at some indeterminate point—some say two billion years ago, some a billion and a half—the entity called life miraculously appeared on the surface of the deep. What form it took, what concatenation of physical circumstances brought it into being, science cannot specify—nor indeed reply with assurance to the question, "What is life?" All that can be said is that through some agency certain giant molecules acquired the ability to duplicate themselves. From such shadowy beginnings there emerged the wondrous procession of living things—the incalculable hordes of flying, swimming, crawling and ambulatory creatures that have moved across the face of the planet down eons of terrestrial time, and the incomputable generations of shrubs and trees, grasses and mosses, ferns and flowers that have clung to its stony crust, softening and brightening it with a mantle of dappled green.

As a form of life uniquely endowed with the capacity to perceive himself in relation to his environment, man has ever questioned where he came from, how he achieved his present eminence at the apex of the animal kingdom. In the span of his existence he has evolved many theories of his own origin, most of them set forth in terms of his varied theologies. It was only yesterday, however, that he began to interpret a few of the clues that he has found engraved, like the ciphers of some arcane codescript, in the rock tablets of the earth's crust. For in a literal sense the crust of the earth is a book of rocks (*see chart, p. 73*) inscribed with the long history of life on our planet.

Until the middle of the 18th Century Western man believed in the special creation of every living creature after his kind. Although fossils had been observed since Greek times, they generally were deprecated as isolated freaks of nature. Most living things disappear completely when they perish, crumbling into dust and leaving not a trace behind. Hence the preservation of a fossil is a rare event. Yet fossils have been unearthed by the millions revealing a proliferation of animal life on earth for untold ages past. Most disturbing were the occasional remains of bizarre creatures the like of which no man had ever viewed. Not until the science of paleontology came into being around 1800 did pieces of the puzzle begin to fall in place. But huge gaps remained, deep questions cried for an answer. Why did creatures appear in one epoch, flourish and then disappear? Why did plant and animal forms differ so greatly from one rock stratum to another? From the evidence one idea seemed inescapable—the idea of progression and change from age to age.

In 1859 Darwin published *The Origin of Species*, outlining his classic theory of evolution. He had noted that man, in breeding animals and plants to bring out desirable characteristics, often profoundly altered their structure and habits. From the wild horse he had produced the draft horse and the race horse; he had developed many varieties of corn, dogs, poultry and wheat. Once established, new lines appeared to perpetuate themselves. Could the same events occur in nature? Could a single line of animals change so much over millions of years that they would ultimately bear no resemblance to their progenitors? Darwin's answer was yes, and he supported it with a few facts and deductions embodying the essence of his evolutionary theory.

Viewing the animal kingdom as a whole, he observed that all organisms produce more than one offspring, so the populations of all species should be increasing constantly. Then why were the seas not packed with fish, since a single female fish may lay as many as 100,000 eggs at one spawning? Why were there not more elephants, since a single pair of even this slow-breeding species might produce millions of progeny in the space of a few centuries—if all survived? Obviously many offspring must die in the struggle for existence.

Darwin adduced evidence to show that competition is always fiercest *within* species rather than between them. Since each species reveals considerable variation among individual members it is logical to assume that individuals endowed with variations favorable to them in the struggle for existence are most likely to survive. When they reproduce they may pass their special endowments on to their progeny. Species are thus plastic entities that imperceptibly and over long periods of time change through a process of natural selection. In the immense vistas of geologic time it is possible to imagine that a tiny, lemur-like mammal could ultimately develop into man.

Darwin's theory was quickly recognized as one of the great scientific achievements of all time, for it illuminated the whole grand panorama of animal life on earth, past and present. Within a generation after its initial publication, all substantial opposition to its major tenets vanished—among scientists at least. The theological implications led to longer disputes, though Darwin was a religious man and it was not he but some of his followers who wished to dispense with God. Today, while there remain fundamentalists of all faiths who regard Genesis as a literal document open to no interpretation, the main stream of thought in Western theology has embraced evolution as the scientific account of creation. Nor is this interpretive tradition new. Long ago St. Augustine discussed various ways in which the work of the Six Days might be understood, and St. Thomas Aquinas distinguished between the initial creation of matter and the establishment of natural laws that have continued to effect change in the physical world. In Darwin's mind the miracle of creation lay in the infusion of those wondrous laws of nature that, unfolding, called forth the great pageant of life on earth. "There is grandeur," he wrote, "in this view of life . . . having been originally breathed by the Creator into a few forms or into one; and that, whilst this planet has gone cycling on . . . from so simple a beginning endless forms most beautiful and most wonderful have been, and are being evolved."

Illustrations by RUDOLPH F. ZALLINGER,
JAMES LEWICKI and ANTONIO PETRUCCELLI
Photograph by ANDREAS FEININGER

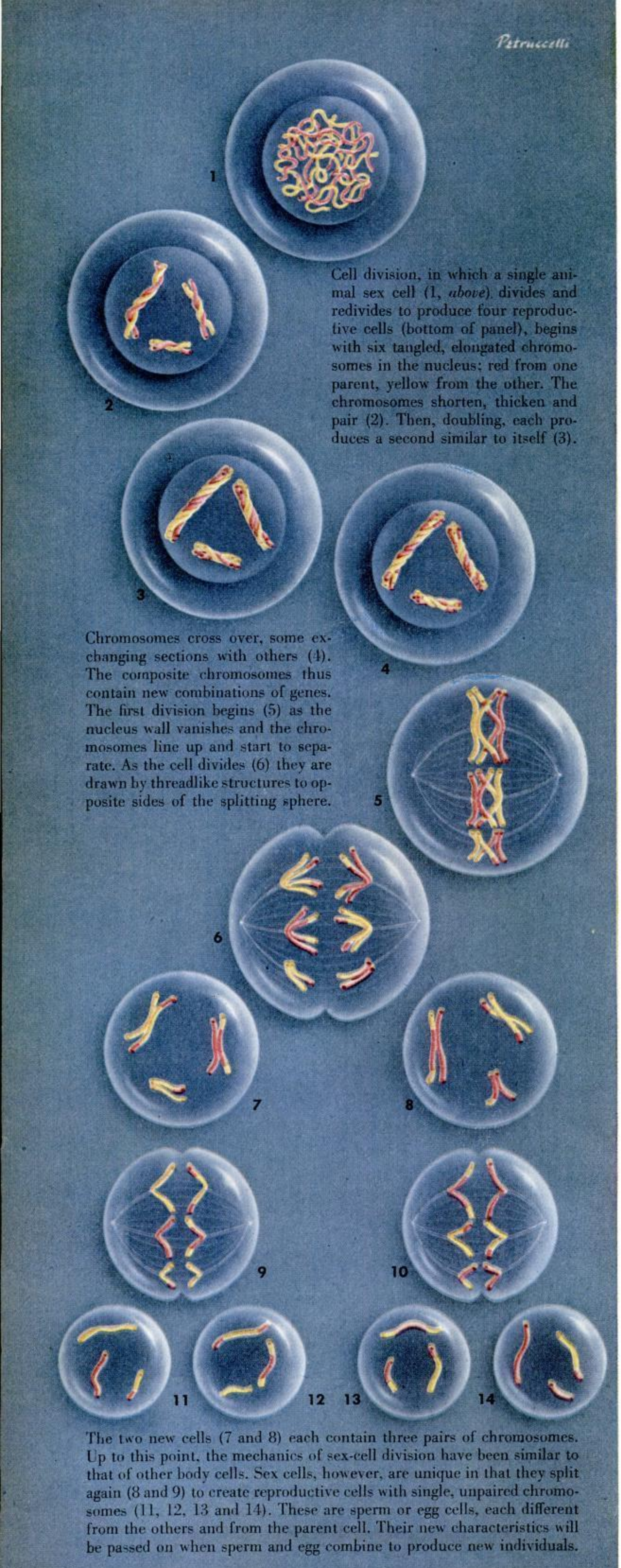
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A 500-MILLION-YEAR-OLD FOSSIL reveals in clear detail the outlines of an 8-inch trilobite, a hard-shelled, multilegged animal that thrived in the warm primeval seas. Extinct now, trilobites constitute more than 60% of the fossils found in the first chapter of the book of rocks. Though the biggest of them never exceeded 27 inches in length, they were nevertheless the giants of their age and dominated life on earth for a span 75 times as long as man's whole existence.

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Cell division, in which a single animal sex cell (1, *above*) divides and redivides to produce four reproductive cells (bottom of panel), begins with six tangled, elongated chromosomes in the nucleus: red from one parent, yellow from the other. The chromosomes shorten, thicken and pair (2). Then, doubling, each produces a second similar to itself (3).

Chromosomes cross over, some exchanging sections with others (4). The composite chromosomes thus contain new combinations of genes. The first division begins (5) as the nucleus wall vanishes and the chromosomes line up and start to separate. As the cell divides (6) they are drawn by threadlike structures to opposite sides of the splitting sphere.

The two new cells (7 and 8) each contain three pairs of chromosomes. Up to this point, the mechanics of sex-cell division have been similar to that of other body cells. Sex cells, however, are unique in that they split again (8 and 9) to create reproductive cells with single, unpaired chromosomes (11, 12, 13 and 14). These are sperm or egg cells, each different from the others and from the parent cell. Their new characteristics will be passed on when sperm and egg combine to produce new individuals.

THE ENDLESS THREAD OF LIFE

DOWN the unimaginable corridors of geologic time the thread of life has passed from generation to generation, ever varying but unbroken. For the essence of life is that it is continuous. Only life can transfuse life, and each living organism on earth acquired its heritage from another like itself.

The processes by which life renews itself are among the most exquisite and esoteric workings of nature. A century ago, when Darwin was developing his theory of evolution, far less was known about them, and it appeared for a time that the whole edifice of his work might collapse for want of an explanation of the actual mechanisms of inheritance. Not until the development of the science of genetics in the 1900s were the foundation stones of Darwin's house made secure. For genetics explained for the first time how the characteristics of plant and animal species have been transmitted down the continuing generations.

So long as the answers were sought in the gross structures of living creatures, the enigma of heredity remained unsolved. It was only after biologists turned to the basic units of living matter, the cells, that understanding began to emerge. While varying greatly in form and function, most cells are microscopic in size, averaging about .0005 inches across. Some living creatures, like amoebas and bacteria, are made of but a single cell. The body of an adult human being contains trillions. Within the nucleus of each cell lies a mass of tangled, threadlike structures called chromosomes. The number present varies among species but it is constant for each. Thus the fruit fly carries in each of its cells eight chromosomes, human beings 48, some crayfish as many as 200.

It is the chromosomes that govern each individual's inheritance. For strung inside each chromosome, somewhat like peas in a pod, lie still smaller units called genes which carry the actual hereditary factors that combine to mold the total creature—that predestine him to be a fairly faithful copy of his parents, to be, for example, a man or an antelope, and, if a man, to be endowed with eyes of a certain color or hair of a certain texture. Minutest of all units of living matter, genes are far too small to be seen through the strongest microscope, but their control of heredity and development has been proved by thousands of experiments.

When a living cell divides, its chromosomes also divide, so that each cell in the total organism contains exactly the same two parental chromosome sets. There is, however, one exception to this rule. In the case of reproductive cells a special form of division occurs, allocating only a single set of chromosomes to each sperm or each egg. This may consist of either set from the parental cell or a mixture of the two. In the process of division the chromosomes often exchange groups of genes, thus astronomically increasing the number of potential arrangements of genetic units. If, as is speculated, a single chromosome contains up to 1,000 genes, a creature like man, with 48 chromosomes, may have nearly 48,000 genes representing a complex integration of ancestral traits passed down through untold generations. Hence when sperm and egg fuse the possible variations of gene distribution are almost infinite. Because sexual reproduction makes possible so fantastically flexible an interchange of inheritance factors, it is no wonder that no offspring is a perfect copy of any progenitor, no wonder that of the 2½ billion human beings on earth no two (save identical twins) are precise duplicates.

But there is still another process continually at work introducing new characteristics by producing new genes. This is the phenomenon of mutation. Sometimes a gene undergoes a mysterious alteration, causing it to induce unusual (and occasionally harmful) effects. All creatures carry such mutant genes; when some change in the environment makes a mutation advantageous, the creature who reveals it will be favored for survival (*opposite page, below*). In each species, therefore, natural selection modifies successive generations, adapting them to the fickle conditions of existence. Operating inexorably through eons of time, these subtle but constant factors have brought forth the ever-changing panorama of life on earth. "If a single cell, under appropriate conditions, becomes a man in the space of a few years," wrote Herbert Spencer, "there surely can be no difficulty in understanding how . . . a cell may, in the course of untold millions of years, give origin to the human race."

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A. Petruccelli

FEMININA

ROTHSCHILDI

NIGRA

SPLENDIDISSIMA

STEPHANIAE

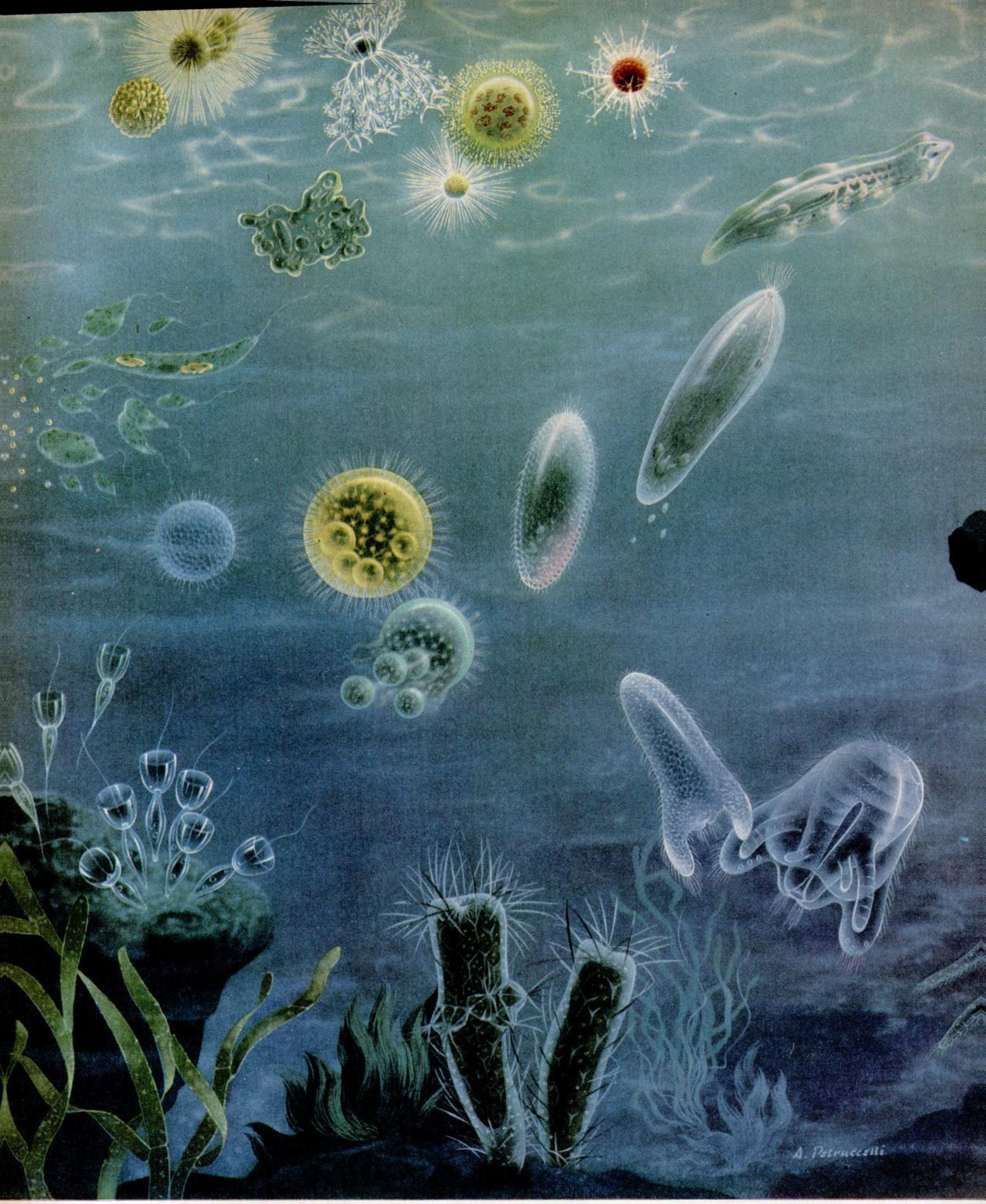
EVOLUTION THROUGH ISOLATION

In the working of genetics, many factors operate to produce variations among species and to create new ones. One is isolation. A notable example of its effects is exhibited by birds of paradise in New Guinea. These birds live in mountains above the 6,000-foot level, separated from the others by deep valleys. The parent stock was probably similar to *Nigra*. But since the modern birds never live below 6,000 feet and do not fly from mountain to mountain, their habitats have become islands where each of the five populations has developed its own genetic resources. Thus isolated, they have evolved into the five distinct species shown above.

EVOLUTION THROUGH ADAPTATION

New species also evolve through natural selection and adaptation. Those individuals best adapted to their environment survive and propagate others like themselves. On the White Sands Desert there exist small whiptail lizards which are hunted by a bird called a road runner. Originally all the lizards may have been the same color; some hid among the sand dunes, others in the desert's silt flats. In time mutations produced different shades of skin. The lizards with the best protective coloration survived and thus two distinct types evolved: gray lizards which live on the light-colored sand and brown lizards which live on the darker silt.

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GROUP OF FLAGELLATES
CHOANOFLAGELLATES
SEAWEEDS
GROUP OF PROTOZOANS
VOLVOX
PLANULA
SPONGES
FLATWORM
GUTLESS FLATWORM
ANCESTRAL JELLYFISHES

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SEGMENTED WORM
ANCESTRAL ECHINODERM
ANNELID
ANCESTRAL MOLLUSK
JELLYFISH
POLYPS

THE MORNING OF LIFE

FOR at least three-quarters of the book of ages engraved in the earth's crust the pages are blank. While the oldest rocks bespeak the rise and fall of ancient mountains and the advance and retreat of primeval seas, so far as life is concerned they stand all but mute. The first creatures whose outlines are clearly etched in fossil remains date from the period called the Cambrian, which dawned 500 million years ago.

Yet evidence exists that the evolutionary epic began at a far more distant time—at the outset of the stupendous span of the Pre-Cambrian era a billion and a half years earlier. Many of its rocks contain carbon traces of probably organic origin. And by its end life was already highly evolved. Such complex ancillaries of living organisms as the nervous system, digestive tract, body cavities and sensory organs had appeared before the continuous fossil record began. Why then are there virtually no traces of the first one and a half billion years of life on earth? Biologists believe that all the animals who dramatically emerge in the Cambrian rose slowly out of simpler, soft-bodied creatures, having neither bones nor shells with which to leave an imprint in the sediments of time.

As to how life itself was first created science can only speculate. It is theoretically possible that on some distant day at the very dawn of time, when the earth's rocks were still soft and oceans and air seethed with chemical turbulence, certain organic compounds in the hot sea were synthesized by solar radiation, by lightning discharge or by unknown catalytic agents into a complex molecule, structurally akin to the protein molecules that form the building blocks of all life and capable of generating units like itself. In time these primordial molecules may have combined into clusters to form an organism analogous perhaps to a bacterium. Then somehow more complex entities evolved and acquired the art of photosynthesis—of utilizing the energy of the sun. These may have been the blue-green algae, whose limy deposits have been found in the oldest of Pre-Cambrian rocks. They were probably the first authentic members of the plant world.

Yet both bacteria and blue-green algae represented evolutionary blind alleys. The creature generally regarded as the common ancestor of all other living things is a microscopic glob of transparent jelly, half plant, half animal, called the flagellate. Early in the history of the earth mutant flagellates must have peopled the oceans with one-celled plants and one-celled animals called protozoa. As a group the latter now show remarkable diversity. Indeed in their development most of the mechanics of living—sexual reproduction, digestion, locomotion—had already been solved. The abyss between primordial protein molecule and protozoan was at least as great as that between protozoan and man, and took perhaps as long to span.

Just how more complex creatures evolved from these veiled beginnings remains another obscure chapter in the history of life. Biologists can only deduce what the first living organisms looked like, envisaging vanished forms from the larval and adult stages of tiny, often transparent creatures that still teem in the waters of the earth today. The abyss between one-celled animals and the first organized multicellular creatures may have been bridged by the colonial flagellates made up of many hundreds of individual protozoa joined together in gelatinous masses. Of these the best organized is a hollow, flagellated sphere called *Volvox*. The *Volvox* is significant in another respect, for it dies. Protozoa never die naturally; they simply divide and subdivide ad infinitum. With *Volvox* the phenomenon of death entered the world, and with death, individuality.

Then in succession up the evolutionary ladder probably came sponges, loose aggregates of almost independent cells; planula, now found only as a stage in embryonic development; jellyfish and polyps, first creatures to possess true mouths and stomachs; the gutless flatworm, with the first nervous system and the first brain; the true flatworm; the segmented worms and mollusks, with the first true body cavities; and the earliest annelids, ancestors of earthworms, crabs, spiders and the hordes of the insect world. Sometime in the late Pre-Cambrian there must have appeared a small but important wormlike creature, the ancestral echinoderm, from which there ultimately branched two subsequent lines—one direct but relatively minor, embracing starfish, sea urchins and the like; the other probably collateral but destined to be heirs of the earth, the vertebrates.

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THE SEAS GROW CROWDED

FROM the dawn of the Cambrian period, through the Ordovician, to the end of the Silurian 175 million years later, the quickening life of the planet remained in the warm primeval oceans. The dry lands stretched stark and desolate from sea to sea, their drab rocks naked save for a few green films of algae along the shores. It was a time of high waters and genial climate. Over great areas of all the continents the waters encroached, creating many shallow inland seas. And as age flowed into age, the forms of life multiplied, joining the Pre-Cambrian populations on their sunlit bottom sands.

By comparison with the ineffable span of the Pre-Cambrian era, the Cambrian period (500–425 million years ago) was relatively brief. Yet within it life waxed with astonishing diversity. Perhaps the major development of the Cambrian was the advent of hard parts—protective shells, plates and skins. It was at this point, therefore, that the continuous fossil record began.

As in every age, advances were irregular. At the very outset of the Cambrian (*top panel*), a lowly type of sponge, the pleosponge, enjoyed an enormous short-term success, spreading across the sea floor in tangled profusion and building reefs along the continental shelves from pole to pole. Then sometime in the Mid-Cambrian all the pleosponges died; why, no one knows. Another group of prime importance were the brachiopods, or lampshells, which constitute nearly one third of all Cambrian fossils. Many other groups expanded more modestly: the durable and still-increasing mollusks, whose first representatives were snails; the annelids or segmented worms; the echinoderms, represented by now-extinct carpoids and edrioasteroids; and the graptolites, colonial animals that faded away 200 million years later. By far the most successful Cambrian group were the arthropods. From the beginning of the period they peopled the seas with a variety of small shrimplike creatures—*Marrella*, *Hymenocaris* and *Tuzoia*. But incomparably the most prolific of all Cambrian arthropods were the trilobites, which in some ways resembled lobsters, in some crabs. Most were not more than three inches long; the giant trilobite, biggest of all Cambrian fauna, did not exceed 18 inches.

In the Ordovician period (*center panel*), which lasted from 425 to 360 million years ago, the climate continued mild and the waters of the earth rose higher, drowning the lands in the greatest floods of all time. Amid the warm Ordovician seas vast numbers of invertebrates spawned, increasing in size and diversity and in the complexity of their defensive armor. Before the period ended, members of every major group of animals except the lower worms wore shells. The first corals flourished, studding the nether seascapes with skeleton cities. The graptolites erected a variety of housing developments, some attached to rocks and seaweeds, some dangling from curious floats. Another group of colonial animals, bryozoa, built complex edifices branched and forked like the antlers of a moose. The first clams appeared and along with them their archenemy, the starfish. The trilobites also persisted, though their hegemony of the sea passed to the nautiloids, an order of mollusks related to the modern squid and octopus but clad in shells up to 15 feet long.

The Ordovician period slid quietly into the Silurian (360–325 million years ago). Around the globe brachiopods, bryozoa, corals, crinoids, sponges, clams and snails continued to thrive, maintaining their old lines and launching a few new ones (*bottom panel*). The graptolites and trilobites declined; the nautiloids continued to multiply their forms. But the most powerful dynasts of the Silurian waters were the sea scorpions, ranging in size from a few inches up to giants which sometimes attained a length of nine feet.

Paleontologists think that the first vertebrate fish originated in lakes and rivers and later came down to the sea. The most primitive of these were jawless, armored creatures which swam about with their mouths open, sifting microscopic organisms from the mud and water. One order, the anaspids, may have been ancestors of the modern lamprey; another, the heterostracans, stood probably closer to the main line of fish descent. The first true jawed fish appeared late in the Silurian and were represented by a single type; the acanthodians. Though only a few inches in length they were sharklike in appearance and probably predators. With their advent fish evolution was well on its way. As the Silurian period drew to a close, the drama of life shifted to the land.

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TUZOIA JELLYFISH SPONGES TRILOBITE
PLEOSPONGE TRILOBITE CYSTOID GIANT TRILOBITE EATING SIDNEYIA
ANNELID GRAPTOLITE CYSTOID ARROWWORM GRAPTOLITE GLASS SPONGE
AYSHEAIA SNAIL BRACHIOPODS GLASS SPONGES CARPOID

SIDNEYIA TRILOBITE TRILOBITE
GRAPTOLITE CHOIA
BRACHIOPODS SNAIL GRAPTOLITE CARPOID STRABOPS
EDRIOASTEROID SNAIL GLASS SPONGE

CRINOID CYSTOID GRAPTOLITE CYSTOIDS CRINOID SEA SCORPION HORN CORALS
CYSTOID GIANT SNAIL SPONGE GRAPTOLITE NAUTILOIDS TRILOBITES
OSTRACODS SPONGE EDRIOASTEROIDS STARFISH TRILOBITE CLAMS OSTRACODS HORN CORALS CRINOID
GRAPTOLITE BRACHIOPOD BRACHIOPODS BRITTLE STAR STARFISH GRAPTOLITE SNAIL STARFISH CYSTOID SNAIL BRYOZOA CORAL

CRINOID CRINOIDS CRINOID CRINOIDS HETEROSTRACANS HETEROSTRACAN
BRYOZOA GIANT SEA SCORPION GRAPTOLITE ANASPIDS ACANTHODIAN
SPONGE GIANT BRACHIOPOD BRYOZOA CYSTOID SPONGE CRINOID ANASPID BLASTOID COELOLEPID
OPHIOCISTIOID CRINOID CORALS SPONGE TRILOBITE SNAIL TRILOBITE

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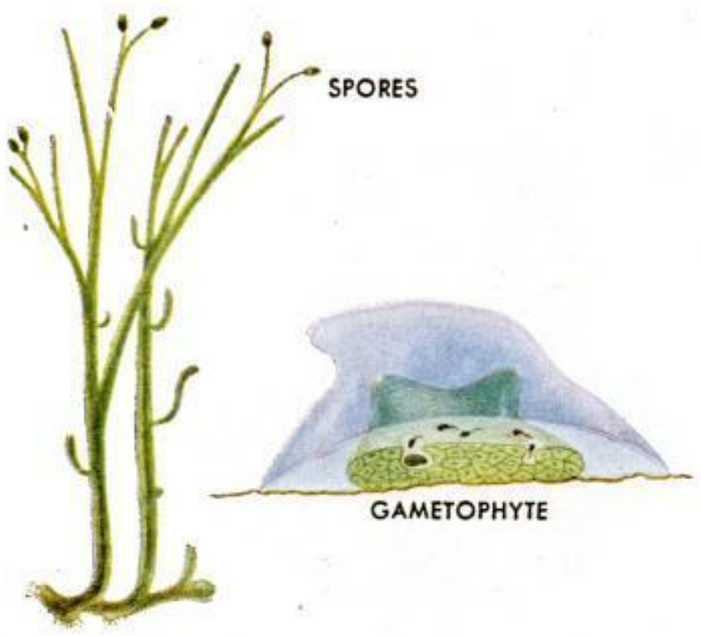


THE LAND IS CLOTHED IN GREEN

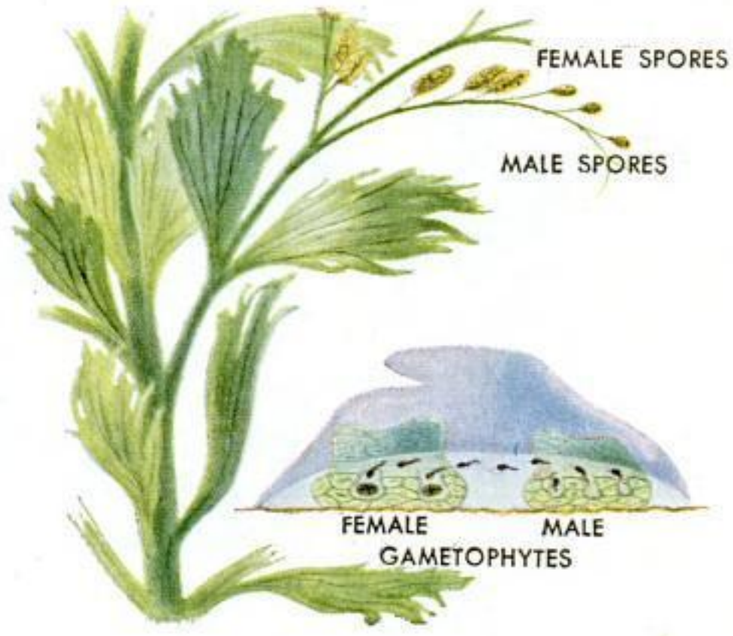
LATE in the Silurian period the internal forces that recurrently revise the contours of the land caused the earth's crust to buckle. New mountain ranges arose, and the waters of the inland seas slowly withdrew into the oceanic basins, leaving behind thick salt deposits and rich overlayers of organic marine sediments. Under such circumstances it was doubtless more than coincidence that at this moment of earth history, about 330 million years ago, the first plants thrust green fingers upon the tidal margins of the land and thence spread swiftly across the earth's gray, cheerless face.

For perhaps a billion years the marine plants had drifted virtually unchanged in the primeval seas. Then astonishingly, in a space of 50 million years, after the late Silurian upheaval and during the Devonian period (325–280 million years ago), they evolved from simple seaweeds into great cone-bearing trees, carpeting the lowlands with ferns and leafy plants, transfiguring the naked hills. The first emergence was probably on tidal marshland where seaweeds learned to anchor themselves and survive in air when the waters ebbed. Thence they advanced to higher, drier land, sending up aerial shoots to scatter their spores and thrusting branches down into the earth for water. Their greatest problem was a reproductive one. As in modern ferns, their spores did not produce identical plants but grew into tiny heart-shaped sheets called gametophytes, which clung to the damp earth. The gametophytes in turn produced spore bearers like their parents by manufacturing sperm and egg cells which could merge only in water. It was this dependence on water that restricted early plants to moist lowlands until the evolution of the true seed (*diagrams below*).

One of the earliest terrestrial experiments was the giant seaweed-like *Nematophyton*, whose tube-filled trunk may have served to conduct water. The first authentic land plants form a complex called the psilophytes: *Taeniocrada*, *Sciadophyton*, *Horneophyton*, *Rhynia*, *Psilophyton*, *Asteroxylon*, *Duisbergia* and *Pseudosporochnus*. Some, like



FIRST LAND PLANTS reproduced by alternate sexless and sexual generations. Sexless plant's spore generated gametophyte which made sperm and eggs. Sperm fertilized egg to produce a new sexless plant.



SEXUAL SPECIALIZATION of gametophytes for making only eggs or only sperm led sexless parent to develop different "male" and "female" spores for each. On wet ground, sperm swam to fertilize egg.



DEVELOPMENT OF SEED permitted reproduction without water, for the seed held "female" spore till it bore eggs, then drew in sperm from pollen, which was "male" spore adapted for alighting on seed.

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PSEUDOSPOROCHNUS ASTEROCALAMITES ANEUROPHYTON ARCHAEOSIGILLARIA CALLIXYLON
LUNGFISHES ENIGMOPHYTON ARCHAEOPTERIS SEED FERN
PROTOPTERIDIUM BARRANDEINA PSEUDOBORNIA **EUSTHENOPTERON** **ICHTHYOSTEGA** **SPIDER**

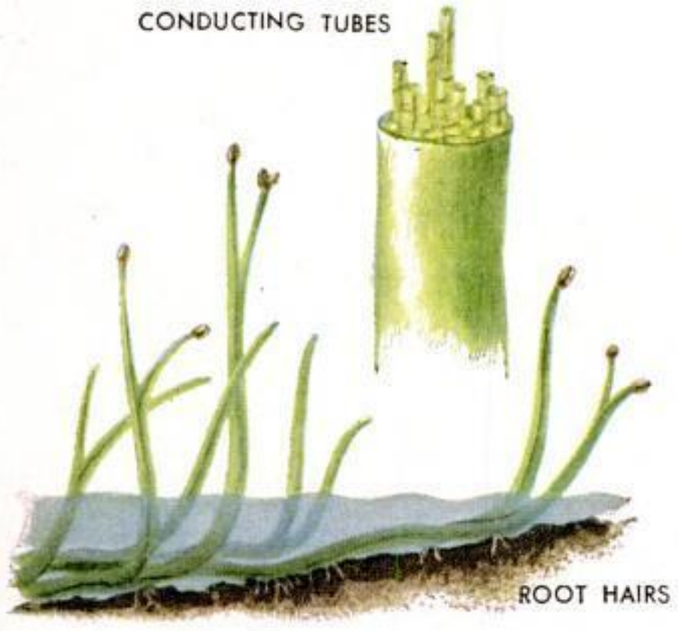
Taeniocrada and *Rhynia*, were primitive, without true leaves or roots. Others, like *Pseudosporochnus* and *Duisbergia*, grew seven and eight feet high and resembled small trees with swollen stems. The psilophytes are generally regarded as the progenitors of all modern terrestrial flora save for mosses and fungi.

Soon there appeared other lines which matured eventually into the major contemporary plant groups: the scouring rushes or horsetails (*Hyenia*, *Pseudobornia*, *Asterocalamites*); the ferns (*Protopteridium*, *Archaeopteris*, *Aneurophyton*); the lycopods, (*Drepanophycus*, *Protolepidodendron*, *Archaeosigillaria*), which later became the mightiest trees on earth and which man now burns in the form of coal; and finally, at the close of the Devonian, the cordaites, whose most splendid representative, *Callixylon*, often attained a height of 50 to 60 feet and was the precursor of the modern conifers.

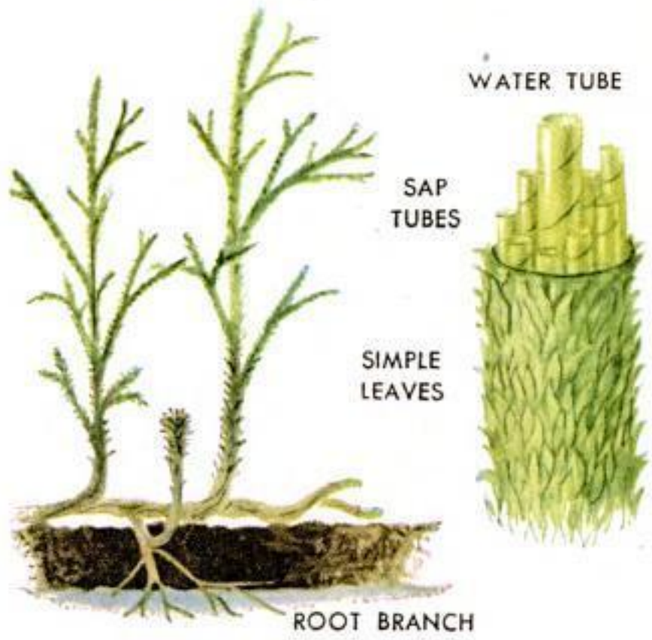
The green mantling of the land in the Devonian period created a new domain of existence. So long as the continents lay bare, animal life was necessarily impounded in the sea. But with the unfoldment of new food supplies, certain humble creatures fled from the deadly competition of the marine world to the untenanted vistas of the land. The first were members of the resourceful arthropod line—scorpions, millipedes and spiders—probably descended from sea scorpions which had migrated to fresh water. (In captions above and on following pages, plants are named in light-face type, animals in dark-face type.)

Then, toward the end of the period, at least two groups of bony fish developed a respiratory system enabling them to absorb oxygen through the walls of their swim bladders; in short, they could breathe. Abiding as they did in fresh rain-fed waters subject to seasonal desiccation, one group, the lungfish, acquired the art of lying dormant in dried mud flats, breathing air. Their more active cousins, the crossopterygians (like *Eusthenopteron*), grew extraordinarily muscular fins, suggesting that in times of drought they dragged themselves along arid stream beds from pool to pool. From these air-breathing fish it was only a small step to *Ichthyostega*, the first amphibian, who carried a fishlike tail, but whose fins were no longer fins but feet.

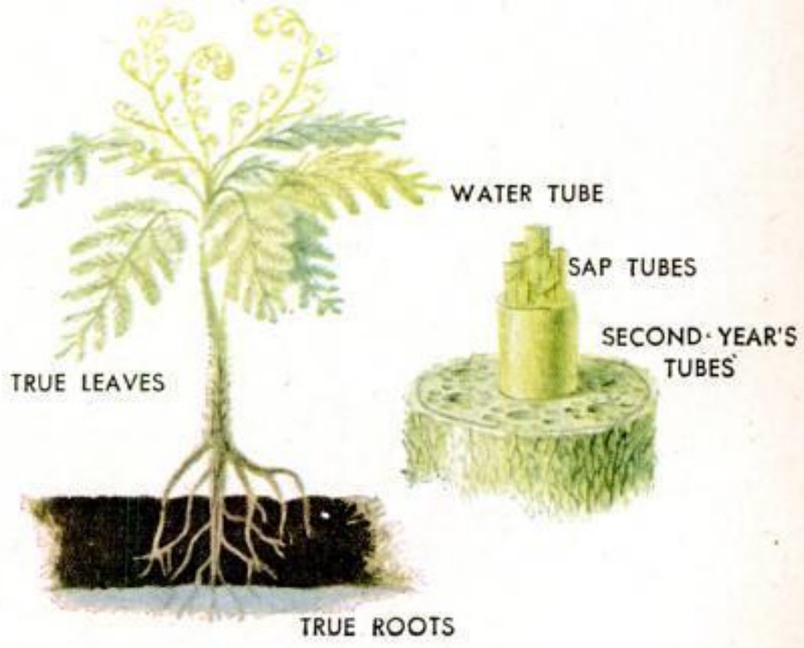
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LEAFLESS STEMS marked the first plants which crept beneath the tidal marsh water or grew aloft to scatter spores. Their crude tubes pumped water from below; their tiny root hairs anchored them.



SIMPLE LEAVES to catch the sunlight clothed the stems of plants as they took to drier ground. Some of their branches reached down into the earth for water, and some tubes specialized to circulate sap.



TRUE LEAVES formed when simple leaves fused and webbed branches together. Plants no longer crept but climbed sunward while true roots delved in soil. The thickened stems contained more tubes.

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REPTILES INHERIT THE EARTH

UNOBTRUSIVELY, in the bogs and by the edge of running water in the dark places of the forest, the first amphibians clung to their small niche of existence. For a long time—perhaps 50 million years—nature seemingly favored them. Around most of the earth the climate was dank and benign. Swamps covered vast areas of the land, engendering in their choked waters all manner of scouring rushes, horsetails and ferns. Upon their moist margins many strange, soft-tissued trees grew swiftly and swiftly died. There were no flowers.

From this miasmic world of 250 million years ago certain legacies have survived. Most of the earth's rich beds of coal and oil were created from the rotted vegetation of the marshes and fens that stifled the lowlands from Greenland to Antarctica. The ancient trees that luxuriated there were principally of three kinds: *Sigillaria*, plumed with odd pompons of top foliage; *Lepidodendron*, which sometimes soared to a height of 130 feet on slender tapered trunks; and *Cordaites*, precursor of the modern conifers. It was in this beneficently humid environment of the Mississippian and Pennsylvanian periods (280–230 million years ago) that insect life came into prolific being and began to swarm into the more than 800,000 species that infest man's domain today. Some developed into giants of their kind, like *Meganeuron*, a form of dragonfly with a wingspread of 29 inches.

But the principal drama of this sodden epoch was enacted by the sluggish amphibians, for it was from their first tentative footsteps in the Paleozoic mires that the great procession of terrestrial life—reptiles, birds and mammals—ultimately unwound. Like many eventually successful dynasties, the amphibians won no quick triumph. Their competitors for food were the fishes from which they sprang. And even those that learned to live on insects and land plants still returned to water to lay their eggs. Fat, slow-moving, they "pottered," as Thomas Huxley said, "with much belly and little leg, like Falstaff in his old age." Yet they prospered. Some grew to a length of 10 to 15 feet. One of them, the aggressive *Eryops*, learned to live most of its life on dry land.

This was a crucial adjustment. For as the peaceful Pennsylvanian period passed into the Permian (230–205 million years ago),

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WILLIAMSONIA
MATONIDIUM
STEGOSAURUS
ARCHAEOPTERYX
RHAMPHORHYNCHUS
BRONTOSAURUS
NEOCALAMITES

THE GREAT AGE OF DINOSAURS

FOR all the grotesque, gigantic forms the early Mesozoic era had unveiled, the golden age of dinosaurs still lay ahead. In the late Jurassic and Cretaceous periods the warm seas rose again, submerging much of Europe and almost half of North America. Corals spread 2,000 miles north of their present outposts. Figs and breadfruit grew in Greenland and palm trees in Alaska. And the cold-blooded dinosaurs lumbered far north and everywhere prospered.

In the lush swamps and stagnant waters, among the horsetails and the ferns, the saurischian herbivores grew into the hugest animals that ever trod the trembling earth. To undergird their enormous weight they had reverted to four legs, which evolved into pillars of monolithic solidity and strength, and sought surcease from the tug of gravity by spending much of their lives wallowing half submerged in shallow lakes and mires. The archetype of these lowland giants was *Brontosaurus* (from the Greek *bronto sauros* meaning "thunder lizard"). His prodigious body weighed about 30 tons and measured nearly 70 feet from nostrils to the extremity of his attenuated tail. His small head, scarcely more than a swelling at the end of his long serpentine neck, contained a small mouth with many weak, spoon-shaped teeth and, almost incidentally, a small weak brain, which probably did little more than work the jaws and filter such dim impressions as his limited senses received. His hind legs were operated by an oversized ganglion toward the base of his spinal cord; it was several times as big as his brain—a fact which inspired the aphorism that dinosaurs could reason best *a posteriori*.

While the saurischians of the swamplands were the largest of the dinosaurs, there appeared in the ornithischian dynasty some of the most bizarre creatures capricious nature ever designed. *Stegosaurus* was a ponderous, low-slung, humpbacked beast—10 tons in weight, 20 feet in length—which plodded awkwardly along on extraordinarily mismatched legs, carrying his inconsequential, pointed head close to the ground, bowed down by an apparently useless parapet of heavy, triangular plates running almost the entire length of his spine. His powerful hind limbs were controlled, like those of *Brontosaurus*, by a sacral ganglion some 20 times larger than his brain—which

FOLD OUT

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modern snakes and lizards. From yet another, stemming from a highly active quadruped, *Cynognathus*, whose veins may have held the first incipiently warm blood, there later came the first mammals.

The main line of reptiles, however, derived from a smaller but far swifter and more agile order that had risen up on their hind legs. Their forelimbs had become arms, capable of grasping; their legs were sinewy and muscular, adapted to swift pursuit; their jaws held many sharp, needlelike teeth. Some such creature as *Saltoposuchus*, barely four feet long, nimble and predaceous, was the ancestor not only of modern birds and crocodiles—but more immediately of the largest and most fearsome land animals of all time—the dinosaurs (from the Greek *deinos sauros* meaning "terrible lizard").

Through the Jurassic to the end of the Cretaceous period 75 million years ago, the dinosaurs ruled the earth. On the ever warmer and damper plains of the hospitable continents they proliferated freely. Some grew to enormous size; some became vegetarians, others rapacious predators; some strode on two feet, others had reverted to four. They evolved early into two main orders: the saurischians (meaning "reptile hips") and ornithischians ("bird hips"). The latter consisted for the most part of stupid, inoffensive herbivores, like *Camptosaurus*, whose flat blunt teeth hid behind a birdlike beak and whose brain was of birdlike dimensions. From the beginning the saurischians were dominant: their herbivores became the biggest land animals that ever lived, their carnivores the most dreadful. Among the earliest of the saurischian giants were the vegetarian plateosaurs, measuring as much as 20 feet from head to tip of tail. The first predators, however, were small, like *Podokesaurus* and *Compsognathus*—light, fleet-footed marauders that may have subsisted in part by stealing the big, tough-skinned eggs of their larger, lumbering relatives. But in time, as the millennia rolled by, the flesh-eating saurischians produced giants too.

Foremost of these and scourge of the late Jurassic plains and forests was *Allosaurus*, a ravening monster more than 30 feet long, armed with rows of savage, knifelike teeth and prehensile claws. Stalking across the antique landscapes in quest of living prey, *Allosaurus* was the unchallenged tyrant of his age. No large animal could oppose him. The small could but hide or flee. There was only one, perhaps, that felt no terror at his massive approach—*Archaeopteryx*, the first bird.

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revolutionary changes began to alter the face of the planet. Huge mountain ranges, the primeval Appalachians and the Urals, were uplifted. The inland waters receded, swamps evaporated, glaciers marched across the land and the climate underwent greater extremes of severity than at any period except the present. The soft pithy trees of the coal swamps surrendered to hardy conifers, cycads and cycadeoids. In these new circumstances the amphibian line degenerated, and many returned completely to the water. But meanwhile, a few of them had learned a new way of life; they had dispensed with the transitional tadpole or larval stage through which most amphibians pass and had begun to lay their eggs on dry land: they had become reptiles. A small creature named *Seymouria* may have been the first reptile—or the last amphibian of his line.

More completely reptilian was *Limnoscelis*, typical of the group from which all higher forms of terrestrial fauna evolved. Despite the vicissitudes of the Permian period his cold-blooded tribe increased, for its members, no longer dependent on water, could wander where they would. An early and vigorous branch, the pelycosaurs, sired the ancestors of mammals. Although the earliest of these, *Varanosaurus* and *Ophiacodon*, were doubtless fish-eaters like many of their amphibian forebears, the line later adjusted to other diets. *Sphenacodon* was probably a meat-eater. The giant finbacks, *Dimetrodon* and *Edaphosaurus*, for all their exterior resemblance, were carnivore and herbivore respectively—hunter and hunted.

WHEN the Permian period ended it brought to a close the 300-million-year expanse of geologic time known as the Paleozoic era and ushered in the 130-million-year span of the Mesozoic. During the first two Mesozoic subdivisions, the Triassic (205–165 million years ago) and the Jurassic (165–135 million years ago), the climate grew slowly less severe. In the plant world true conifers (*Walchia*, *Araucarioxylon*, *Voltzia*, *Araucarites*) joined cycads (*Palaeocycas*, *Macrotaeniopteris*) and cycadeoids (*Wielandiella*, *Cycadella*, *Cycadeoidea*, *Williamsonia*) on the hillsides and plains. In the animal kingdom the reptiles differentiated swiftly into the many branches of their flourishing family tree. Among the first to develop were the turtles, which soon reached their present state of evolution and have come down through the ages virtually unchanged. Another branch gave rise to

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FAN PALM

SCREW PINE

HORSETAILS

ANATOSAURUS

SASSAFRAS

LAUREL

ANKYLOSAURUS

weighed 2½ ounces, about as much as a fox terrier's. Since *Stegosaurus* became extinct shortly after the end of the Jurassic, it would appear that his unique physical and mental endowments were ineffective against the saurischian meat-eaters.

For a time, early in the Cretaceous period (135–75 million years ago), the climate turned cool. Swamp life diminished and greater numbers of the herbivorous dinosaurs had to adapt to life on the uplands and open plains. As a consequence, later suborders of the ornithischian quadrupeds perfected better defensive equipment. Two at least evolved into walking fortresses, impregnable to the weapons of all but the greatest of the carnivores. One member of this armored corps of the Cretaceous plains was *Ankylosaurus*, a medium-sized dinosaur somewhat resembling a modern armadillo, whose entire body was encased in thick armor plates, lavishly spiked and studded, and whose tail—his only offensive weapon—terminated in a wicked bludgeon of solid bone. The culmination of defensive armament was attained in a family of horned dinosaurs; *Triceratops* sometimes attained a length of 20 feet and stood eight feet high at the hips. As his name implies, *Triceratops* carried three horns, projecting from a great flaring frill of bone that helmeted his seven-foot skull. Like the modern rhinoceros, which he resembled superficially, *Triceratops* probably fought by charging his opponents head-down and impaling them on his sharp, stilettolike horns.

THE ornithischian bipeds made equally strange adaptations, producing several types of semiaquatic, or "duck-billed," dinosaurs. By the late Cretaceous some of these had evolved into giants 25 feet long, like *Anatosaurus*, with flattened skulls and ducklike beaks suitable for cropping water plants and dredging in the mire of swamps for roots and perhaps mollusks. Their dental equipment was highly specialized. *Anatosaurus* contained in his horny mouth no less than 2,000 teeth, arranged in overlapping rows to form nearly solid pavements between which he ground his food into a pulp as between millstones. Another example of evolutionary specialization appeared in the saurischian *Struthiomimus*, an "ostrich dinosaur," whose long slender legs were obviously built for speed.

The apogee of dinosaur development was attained with the creation of *Tyrannosaurus rex*, the mightiest and most fearsome flesh-eater

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that ever terrorized the land. A towering agent of destruction, endowed with gigantic strength and power, *Tyrannosaurus* spanned 50 feet from nose to tail and carried his terrible head 18 to 20 feet above the ground. His hind legs were superbly muscled, from his thick thighs down to his three-toed, cruelly taloned feet. His main weapon of attack was his murderous mouth which had a gape of incredible size and was armed with rows of six-inch, saberlike teeth. Though he feared no creature on earth, *Tyrannosaurus*' reign was relatively brief as evolution goes. He did not appear on the terrestrial scene until late in the Cretaceous, and he vanished with the rest of the dinosaurs when their death knell suddenly and mysteriously tolled.

During this epoch of explosive evolution while dinosaurs dominated the dry land, other members of the reptile kingdom were invading different domains of existence. One group took to the air, where they evolved along two main lines of development. *Archaeopteryx*, the first bird, was only one step removed from his reptile forebears; he had teeth and a long tail. But he also wore feathers, and it was this modification, perhaps, that enabled him to survive and beget the modern dynasty of birds. From related stock came the pterosaurs—the toothy, long-jawed, leather-winged, featherless flying reptiles that reeled about in the Jurassic and Cretaceous skies. One of the earliest, *Rhamphorhynchus*, was scarcely larger than a crow. But they evolved swiftly, along with the terrestrial dinosaurs, until by the end of the Cretaceous period *Pteranodon*, a virtual living glider, had attained a wingspread of 27 feet.

An event of far greater ultimate significance, however, than any occurrence in the animal kingdom was the arrival on earth of the first flowering plants, or angiosperms. No one knows where they came from. But early in the Cretaceous period they began to compete aggressively with the ancient flora and, abetted by bees and other insects, became dominant by its close. As they strode across the uplands and through the swamps, the last of the great dinosaurs crushed under their heedless pads and claws such familiar shrubs as magnolias, dogwoods and sassafras, and moved among groves of ancestral oaks, laurels, willows, fan palms and palmettos. The advent of these plants, together with a new epoch of mountain-building and volcanism that profoundly altered the contours and climate of the land, proved a contingency of fateful import to all the animals of earth.

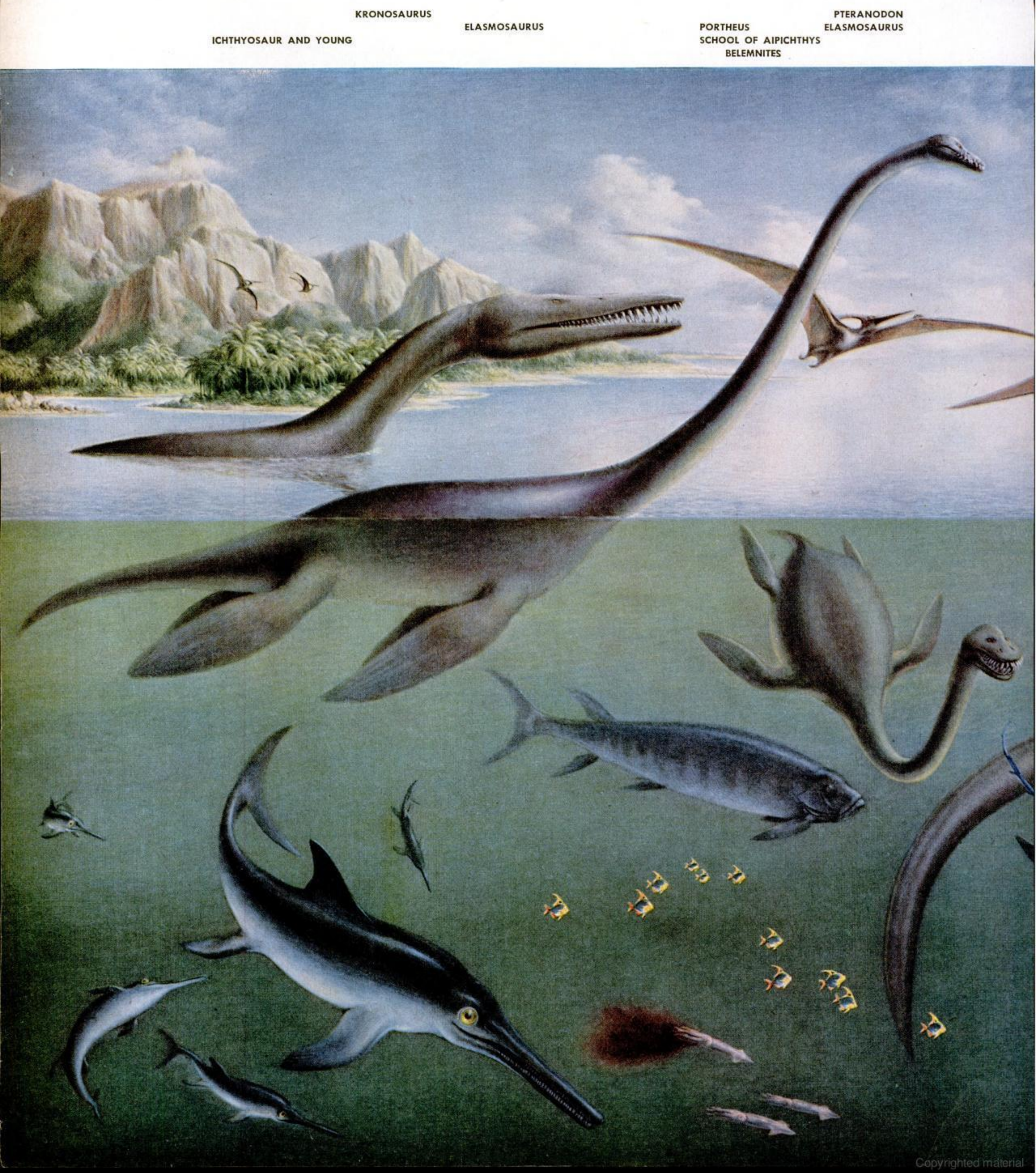
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THE REPTILES RETURN TO THE SEA

DEEP within all creatures on earth there persist certain physiological and instinctual bonds attaching them to the waters from which life initially arose. None can exist without water; the elements of the sea linger in their very cells. And hardly a class of land animals has lived that at some time has not remitted some of its members to the ocean. Whales, walruses, sea lions, porpoises—all these are air-breathing mammals whose ancestors for some reason returned to the sea. From pole to pole waterfowl flourish as vigorously as terrestrial birds. Among the reptiles individual species began returning to the aquatic life not long after their immediate forebears had made the great transition from amphibious existence to the dry land.

While the vast dynasty of dinosaurs climbed slowly to ultimate dominance of the solid earth, several groups of reptiles established equal hegemony in the waters of the Mesozoic seas. Paramount among these were the ichthyosaurs, the plesiosaurs, the mosasaurs and the



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giant sea turtles. Ranging around the world, they flourished in North America in the great inland sea that covered much of the central plains during the Cretaceous period. Their fossil remains have been found in abundance in the chalk beds of western Kansas. With them in perilous coexistence in those ancient waters there also dwelt such extinct anomalies as *Portheus*, a giant, 14-foot relative of the tarpon and herring; and *Hesperornis*, a primitive, wingless, toothed waterfowl, superficially resembling a loon.

Of these aboriginal sea monsters, only the giant sea turtles like *Archelon* still survive. Why turtles were selected for survival on land and sea remains one of evolution's mysteries. For like their cousins, the dinosaurs of the land, the marine reptiles attained, before they died, fantastic heights of stature, strength and power.

Among the earliest reptiles to go back to the sea were the ichthyosaurs, sometimes 25 feet long. The sports of the ocean, they were capable of rapid swimming and prodigious leaps into the air. More than any of the other marine reptiles they had adapted fully to ocean-going life: their limbs had grown small and finlike, their tails

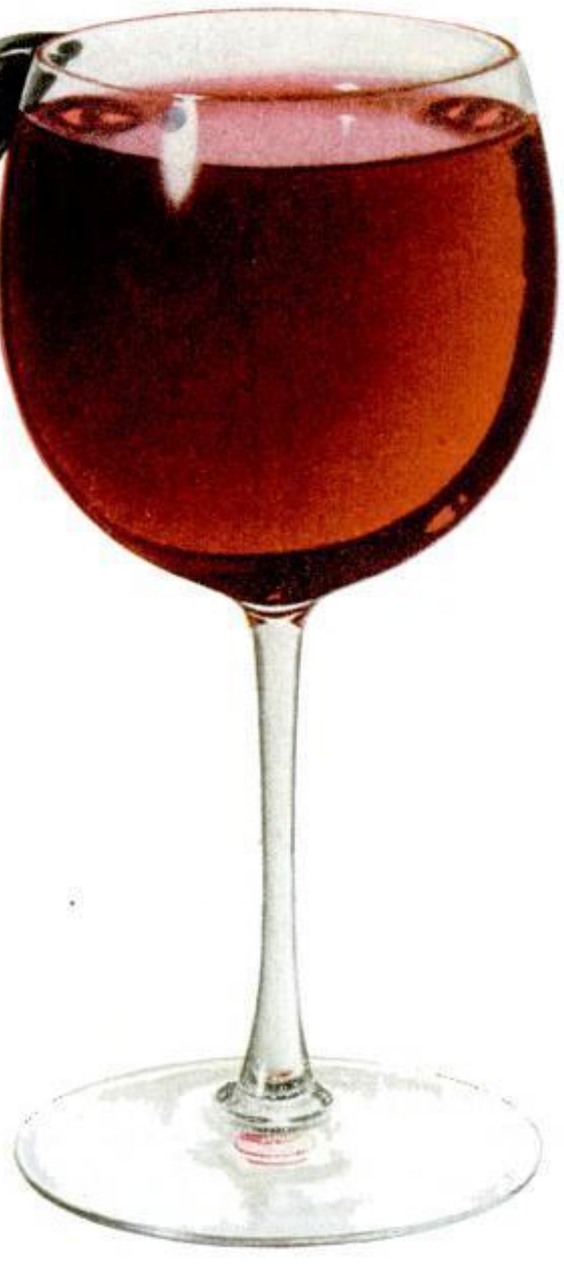


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large and forked. Unlike most reptiles they hatched their eggs internally and bore their young alive. Yet despite their aquatic adaptations, the ichthyosaurs were the first of the reptilian sea creatures to vanish from the earth.

The largest of the seagoing reptiles were the plesiosaurs, which ranged up to 50 feet in length. One type, including *Kronosaurus* and *Brachauchenius*, had long skulls and short necks; another, including *Elasmosaurus*, had small skulls and long necks. The plesiosaurs swam through the water with large flippers similar to a turtle's. Slow and ungainly, they were nonetheless fiercely efficient predators, swinging their heads almost 40 feet from side to side and seizing fish in their long, sharp teeth.

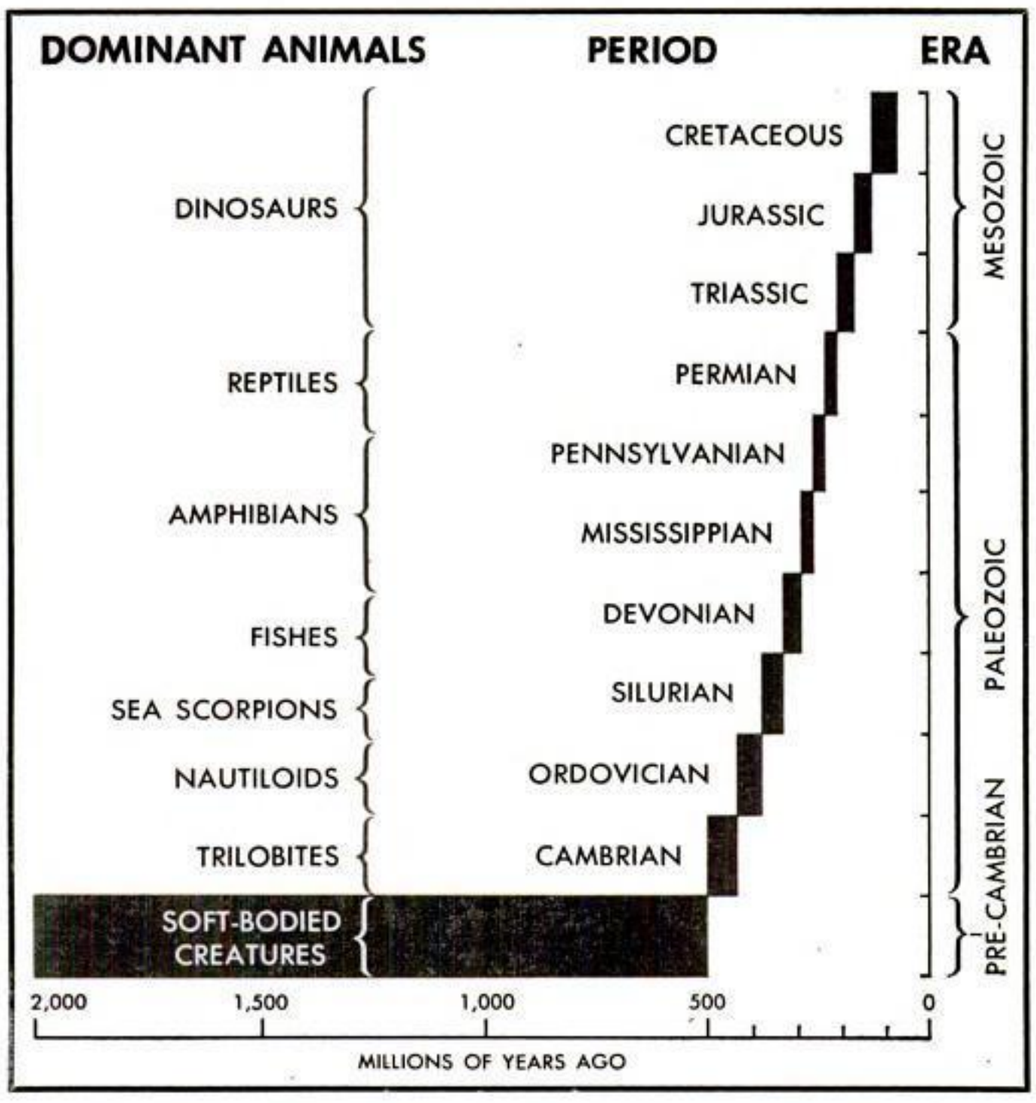
The ichthyosaurs and plesiosaurs shared their dominance of the late Mesozoic seas with a group of marine lizards called mosasaurs which were perhaps the most rapacious pirates of them all. One of the fiercest of them was *Tylosaurus*, who flourished in the teeming waters of Kansas, growing up to 25 feet in length. These giant sea lizards were late comers among the aquatic reptiles; they appeared in the latter part of the Cretaceous period and vanished as dramatically as they came.

The extinction of the dinosaurs of the land, the swimming reptiles of the sea and the flying reptiles of the air at the end of the Mesozoic era represents one of the deepest enigmas of evolution. Why should creatures so diversified, so great and powerful, so well adapted to their spheres of existence, vanish almost simultaneously from the face of the earth? And of this great dynasty, why were only a few lines elected to survive—the turtles, the crocodiles, the snakes and a few small lizards?

A classic theory finds an answer in climatic change. Throughout most of the Mesozoic era the planet enjoyed a warm climate with little seasonal change around the globe. But as the Mesozoic ended, mountain ranges were uplifted, marshes dried up, inland seas receded and land bridges arose. Thus warm ocean currents no longer circulated freely from pole to pole and wind systems were revised. Beneficent, unvarying temperatures gave way to blistering summers and frosty winters. Yet the reptiles had survived severe climatic changes in the past. And although the dinosaurs of the swamps might have succumbed to cold and aridity, there remains the mystery of why the aquatic reptiles did not migrate to equatorial waters and there continue their strains.

Many theorists believe that the evolution of plant life may have

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SUCCESSION OF AGES is shown above, beginning two billion years ago with the earliest Pre-Cambrian era (*lower left*) and extending up through the Cretaceous period (*upper right*) which ended 75 million years ago. Rocks deposited during each age bear fossils of creatures which lived in that time.

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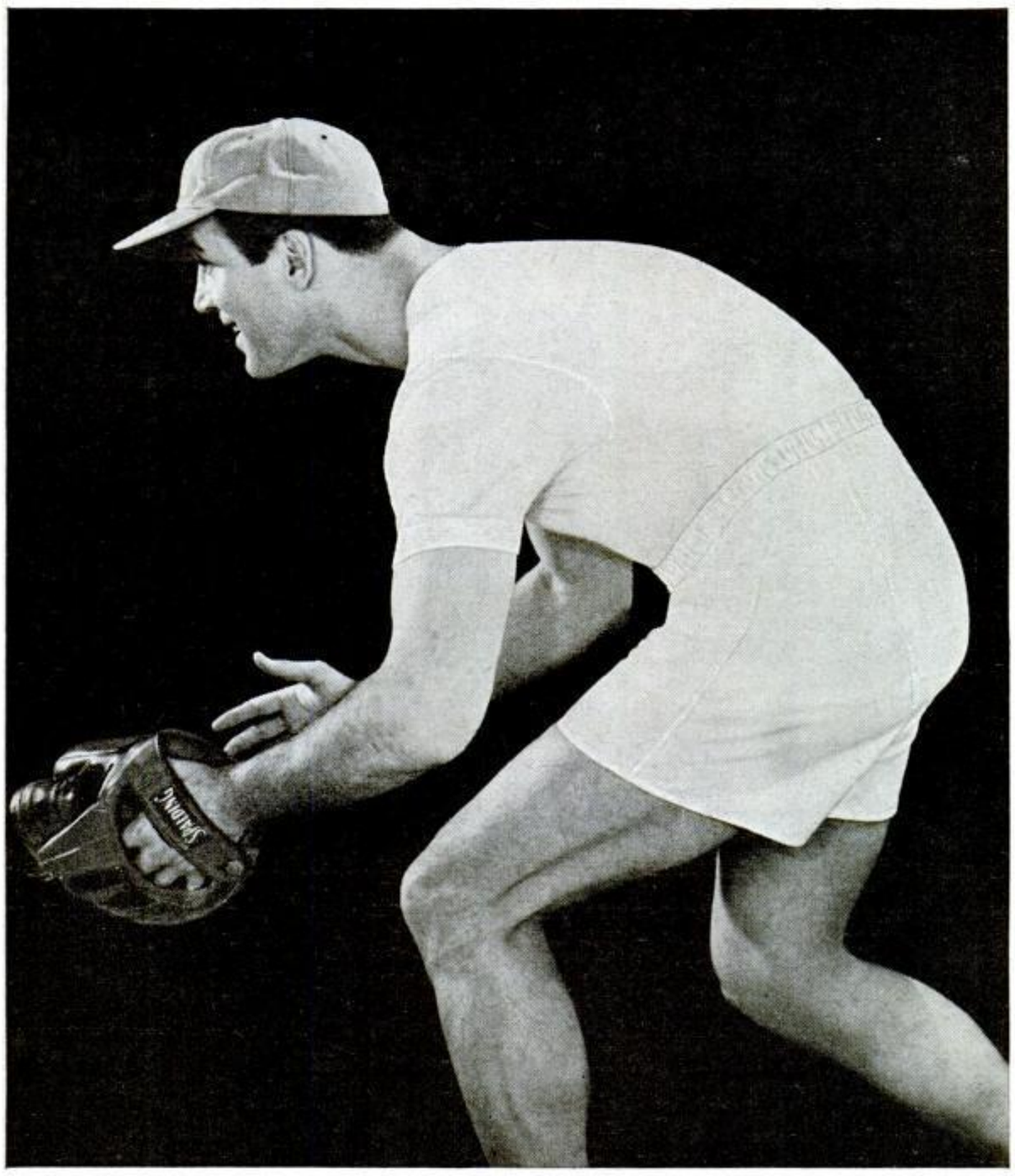
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A NOTE OF ACKNOWLEDGMENT

LIFE is indebted to the following scientists for assistance in the preparation of this essay: Drs. Ernst Mayr, Bobb Schaeffer and George Gaylord Simpson, and Charles M. Bogert and E. Thomas Gilliard, American Museum of Natural History. Dr. Berwind P. Kaufmann, Carnegie Institution of Washington. Dr. Theodosius Dobzhansky, Columbia University. Dr. Bruce Wallace and John C. Armstrong, Long Island Biological Association, N.Y. Drs. G. Arthur Cooper, David H. Dunkle and J. Brookes Knight, National Museum, Washington, D.C. Dr. R. H. Flower, New Mexico Institute of Mining and Technology. Dr. Erling Dorf, Princeton University. Dr. A. K. Miller, State University of Iowa. Drs. Edwin Kirk and Allison R. Palmer, and Ellis Yochelson, U.S. Geological Survey. Dr. Kenneth E. Caster, University of Cincinnati. Dr. Chester A. Arnold, University of Michigan. Dr. Henry N. Andrews, Washington University. Drs. Carl O. Dunbar, Joseph Gregory and G. Evelyn Hutchinson, Yale University.

EVOLUTION CONTINUED

been a second major factor in the extinction of the dinosaurs. For it was in the Cretaceous period that flowering plants and hardwood forests overran the land and supplanted the ginkgoes, cycadeoids and numerous conifers of the previous period. Their swift success may have brought starvation to herbivorous dinosaurs which could not adjust to a change of diet. And as the herbivores starved, so did the carnivores. Yet, again, while providing a possible answer to the disappearance of the terrestrial reptiles, this theory offers no clue to the extinction of the monsters of the sea.

The only factor that has been adduced to explain the downfall of all the giant reptiles is the concept known as "racial senescence." According to this hypothesis the dinosaurs, aquatic reptiles and flying reptiles all died out because they had overspecialized—they had acquired exaggerated and bizarre forms which resisted modifications necessary to survival. Thus, in the case of *Stegosaurus* and *Triceratops*, the growth of bone and armor plate had become in the end an excrescence far surpassing the limits of utility and imposing an intolerable burden. Yet racial senescence can hardly apply to the extinction of such superbly equipped animals as *Tyrannosaurus* and *Tylosaurus*. Still less does it explain why the turtles went on living for 100 million years after they had virtually completed their evolutionary development. Perhaps they survived by mere accident, perhaps by reason of their very primitiveness and lack of specialization.

Finally it has been suggested that the mammals, which emerged in the late Triassic and lived obscurely in the shadow of the dinosaurs for the next 90 million years, were responsible for the extinction of the giant reptiles. In the late Cretaceous they began to expand rapidly. Though small, they were both active and predatory, and may have eaten the huge eggs which the dinosaurs laid and abandoned to the contingencies of weather and circumstance. Whether or not the mammals contributed significantly to the destruction of the dinosaur population is a question that can probably never be answered. But the facts of evolutionary history suggest that their ascendancy was the result rather than the cause of the great reptiles' fall.

It is conventional to speak of any animal order that suffered extinction as an unsuccessful experiment of nature. And it is true that the dinosaurs, which began as small, agile creatures, grew so vast, so ponderous, that they expanded into decadence and doom. Yet the fact remains that they dominated the earth for more than 100 million years—a period at least 100 times as long as the entire existence of mankind—and so must be considered as among the most successful vertebrates that ever lived.

When they vanished their sovereignty passed to a class of animals small in body but endowed with the psychic and physical vitality to meet the demands of the changing world. The mystery of this crucial transition may never be fully resolved. Science can only note a few glimmerings of light in the dark abyss of time and perhaps echo the words of Paul, "God hath chosen the weak things of the world to confound the things which are mighty."

NEXT: THE AGE OF MAMMALS

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WORK BETTER! . . . The rodeo comes to town, and World's Champion Trick Roper Jim Eskew, Jr. takes time out . . . for a "Coffee-break!" Hard roping, hard riding or hard work — coffee's got the lift that helps you stay alert. For efficiency's sake on any job . . . for bracing flavor at any hour—give yourself a "Coffee-break!"

—give yourself a "Coffee-break"!





THINK BETTER! . . . A lot of careful planning puts the rodeo together. So rodeo directors do their thinking — over coffee! Delicious coffee aids clear thinking. Its gentle stimulation helps keep *your* mind at its best.



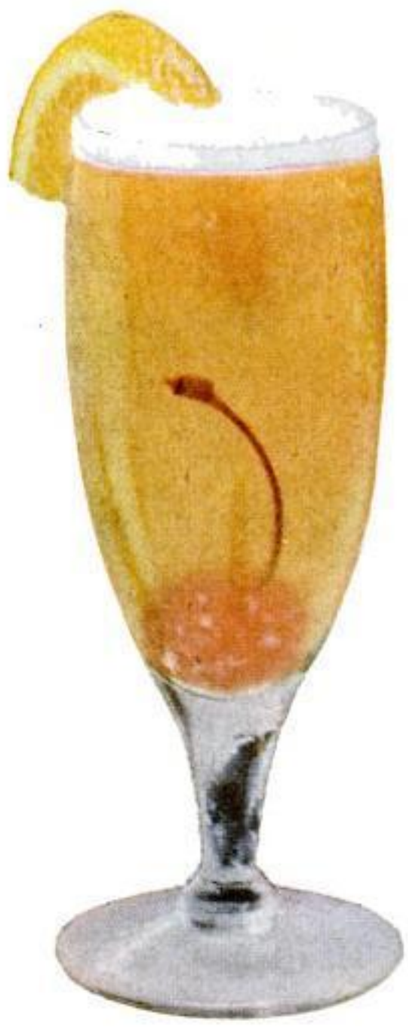
FEEL BETTER! . . . There's fun for all the family in the wild west show — and pleasure for all in a cup of fragrant coffee! Serve coffee often—at home. Drink it often—at work. Enjoy coffee anywhere you go. Take a "Coffee-break!"

There's a welcome lift in every cup!

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PAN-AMERICAN COFFEE BUREAU, 120 Wall St., New York 5 • Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela

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Which Whiskey Sour has the Calvert?





MAKE THIS EASY WHISKEY TEST: *Sniff* ¼-oz. samples of Calvert and any other whiskey for pleasant aroma. *Taste* them, critically, for flavor and freedom from bite. *Choose* the one that suits *your* taste.

BET YOU CAN'T GUESS which one is the Calvert Whiskey Sour—just by looking. Both are all dressed up for a party. They're wearing their finest fruit. They've been expertly shaken, equally chilled.

But your taste will not be fooled. A sip of each will tell you which is the smoother, tastier drink...the one made with Calvert.

You can taste the difference—and the *big difference is in the whiskey.*

That's why we say, *test* whiskies, like the man in the picture above, before you make or order your next whiskey drink.

Once you compare, we feel sure that your next Whiskey Sour, or any whiskey drink, will be *the one that has the Calvert!*

TEST BEFORE — AND ENJOY THIS WHISKEY SOUR MORE!
Into shaker put: Juice of ½ lemon, 1 teaspoonful of sugar, 2-ozs. of smooth Calvert. Fill shaker with ice. Shake well and strain into 6-oz. glass. Trim with orange slice, cherry—and MM-mmm, delicious!

Compare...

and you'll switch to

Calvert

CALVERT RESERVE BLENDED WHISKEY — 86.8 PROOF — 65% GRAIN NEUTRAL SPIRITS — CALVERT DISTILLERS CORPORATION, NEW YORK CITY

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AQUACADE FROM BELOW



FISH'S-EYE VIEW of Canadian team, which won first prize at A.A.U. championship last month, shows girls treading water and popping heads above surface as they wait for cue to begin their routine.

Photographer takes understage look at swimmers paddling and splashing to music

For years crowds have filled the bleachers at aquacades to watch the pretty girls diving and splashing in graceful patterns to musical accompaniment. Last month when LIFE Photographer Philippe Halsman went to Florida's Silver Springs to witness an aquacade demonstration he decided to see what the performance looked like from below the surface—understage, where the audience could not go. Halsman found a seat four feet down in a glass-sided boat, and while the girls, who had just won a championship meet, went through their acts he made the pictures shown on these pages. The music sounded better under water, Halsman discovered, than it did in the bleachers. And the intricate ballet numbers looked even more difficult to perform. Instead of just seeing the swimmers as they bobbed up smilingly at the surface, Halsman was able to photograph them scurrying grimly along the bottom to get into position. He also got a view from the wings which the audience never saw: the picture above of a group of lovely but apparently headless mermaids trying to stay afloat.

CONTINUED ON NEXT PAGE

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IN CARTWHEEL Canadians lock feet around heads and revolve through water in somersault maneuver known as the Dolphin. To see what it looked like to audience, turn to page 81.



IN BLACKFACE Carroll Ann Lawes of Houston looks astonished as she spots photographer through glass window. She and three other girls were taking part in rendition of song *Dry Bones.*

CONTINUED ON PAGE 81

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Something different? Indeed, YES!



Lady Borden

BLACK WALNUT

Lady Borden...Borden's finest and the finest of all ice creams

We promise you a wonderful surprise—when you taste Lady Borden *Black Walnut* Ice Cream.

It's a delightful blending of choice, selected nut meats in smooth, *extra*-creamy ice cream, made with rich golden cream.

Enjoy Lady Borden *Black Walnut* Ice Cream tonight; it's *deliciously* different.

P. S. Comes in the Burgundy-colored carton, just as Lady Borden vanilla, chocolate and strawberry.

Get Lady Borden Ice Cream on Elsie's Good Food Line!

Borden foods *must* be good—more folks buy food packages carrying the Borden brand name than any other in the world.



P. S. FOR CANADIANS: AVAILABLE IN CANADA IN THE PROVINCES OF ONTARIO AND QUEBEC.

©The Borden Company

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Something new that's hard to believe!

How do we tell you about this? A new Parker point in our "51" and "21" Pens that we know by test is even better than the points that have made those famous writing instruments the world's most-wanted pens! Would you *believe* this remarkable news? Enough to try one? You should. It's an experience!

Searching for a better way to finish the nibs of our Parker "51" and "21" Pens, the researchers in our laboratory not only *discovered* such a process, they also found that the finished nibs wrote much *smoother* than any pen points they had ever tried before.

► The process: "Electro-Polishing"

They learned that by immersing the regular "51" and "21" nibs in a special solution charged with electricity, it was possible to dissolve even the microscopic roughness that might linger on the points of these nibs. Result—glassy, ball-bearing smoothness all around each point, *even at the place where the nib is slit!* A thing heretofore thought impossible by all penmakers.

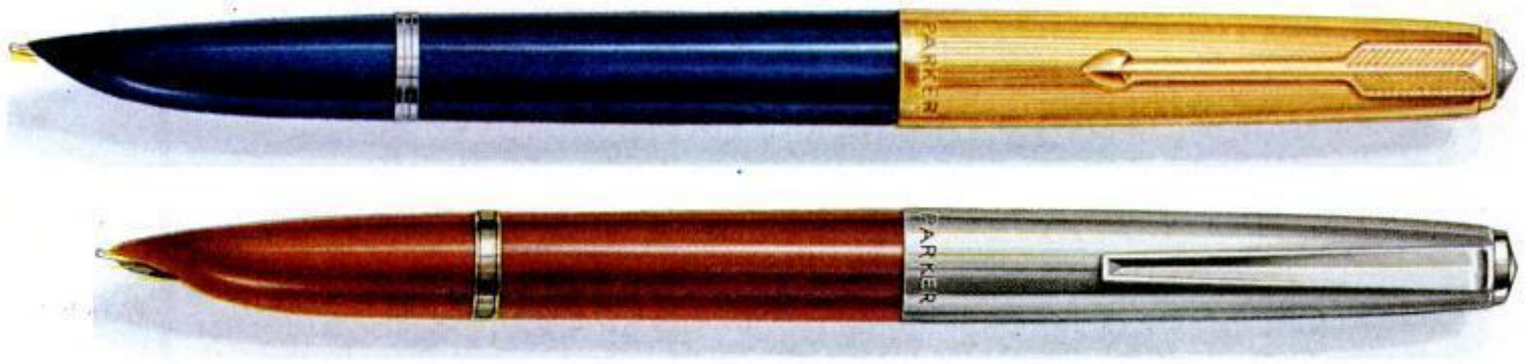
► It's those Plathenium points again!

What makes this possible is that tiny pellet of Plathenium (only Parker has it!) and its remarkable properties—among which is the now-famous fact that it breaks in to your individual style of handwriting, wearing in quickly to your own way of writing to stay that way for decades and decades. Well, only Plathenium is readily amenable in this way to make a point so smooth.

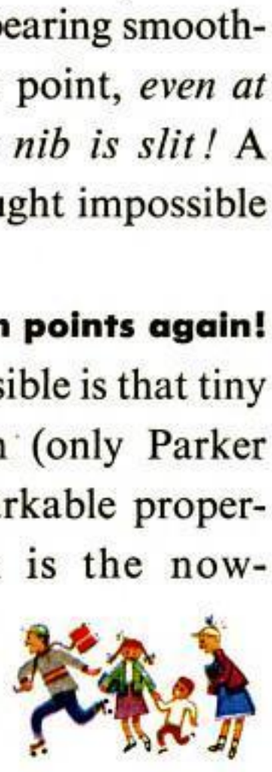
► Another Parker first!

These new Electro-Polished points are a *great* step forward. Greater than any mechanism change. You write with the point of a pen, not with its filling mechanism, important as that is.

Try one of these new points soon! And remember, Parker is the pen name for the perfect gift. That's important for back-to-school giving, for anniversaries, or birthdays. The Parker Pen Company, Janesville, Wis., U.S.A.; Toronto, Canada.



Parker "51" Pens, slim regular or slimmer *demi-size,* $12.50 and up. Parker "21" Pens, $5.00 to $10.00.

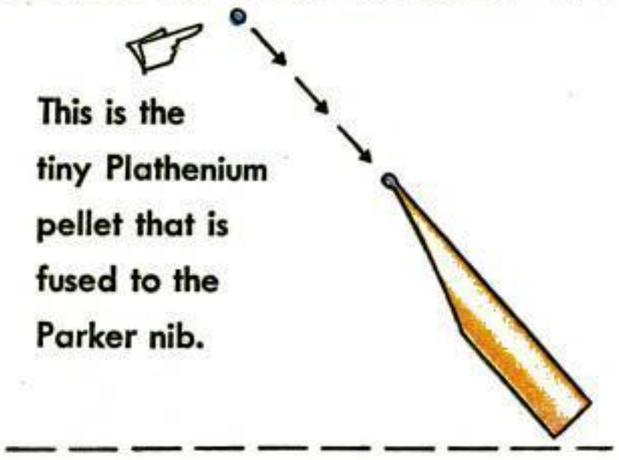


Better schools build a stronger America!

Copr. 1953 by The Parker Pen Company



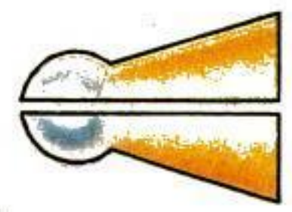
This is the 14K gold nib of the Parker "51".



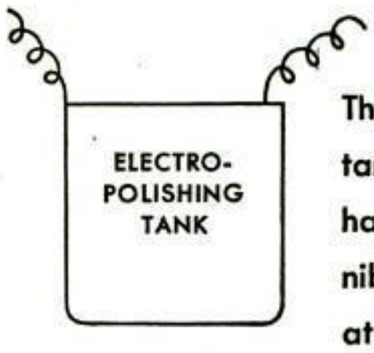
This is the tiny Plathenium pellet that is fused to the Parker nib.



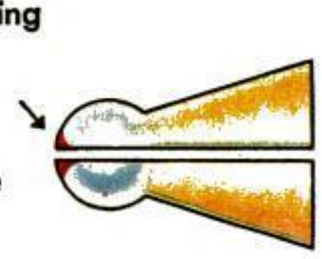
The nib is then slit to give it an ink feed.



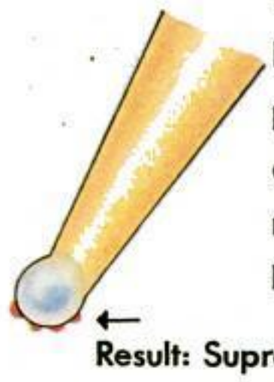
Close-up of the slit nib. Note sharp tips, even after grinding.



This is the tank that has replaced nib polishing at Parker.



Electro-Polishing finishes the nib. Red areas denote sharp edges removed.



The finished Parker nib in profile. Red areas denote rough metal removed by Electro-Polishing.

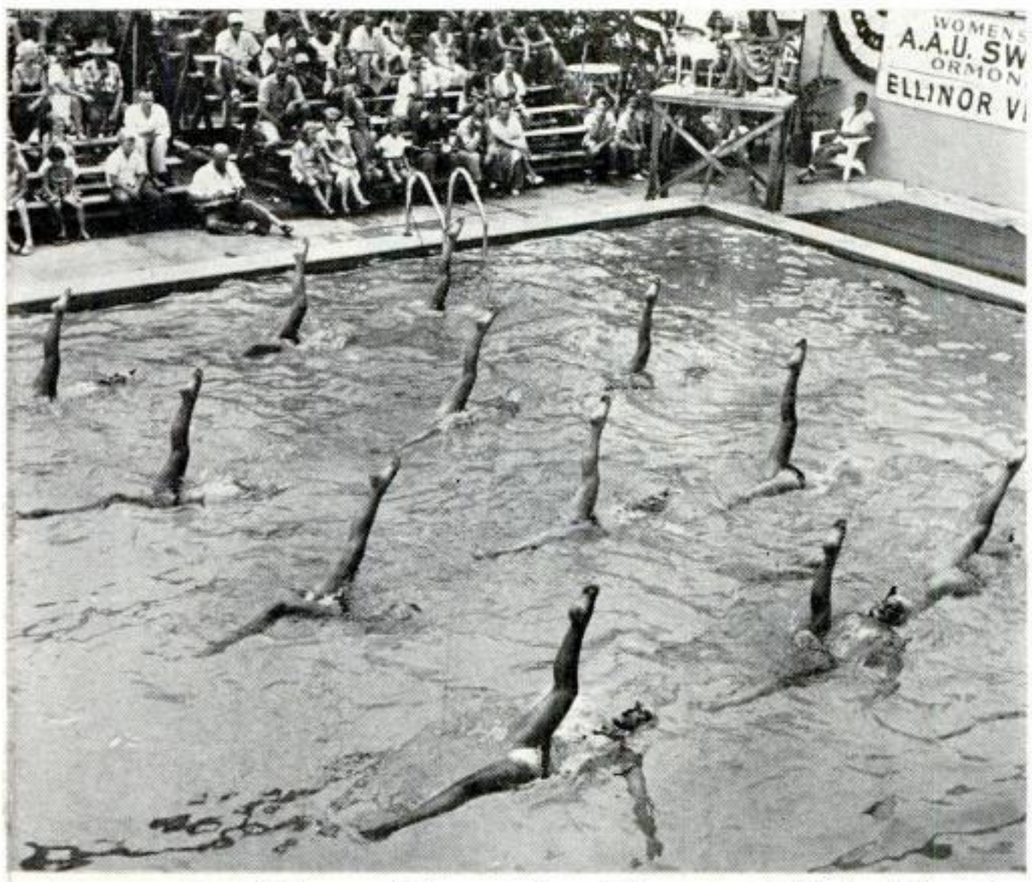
← Result: Supreme smoothness.

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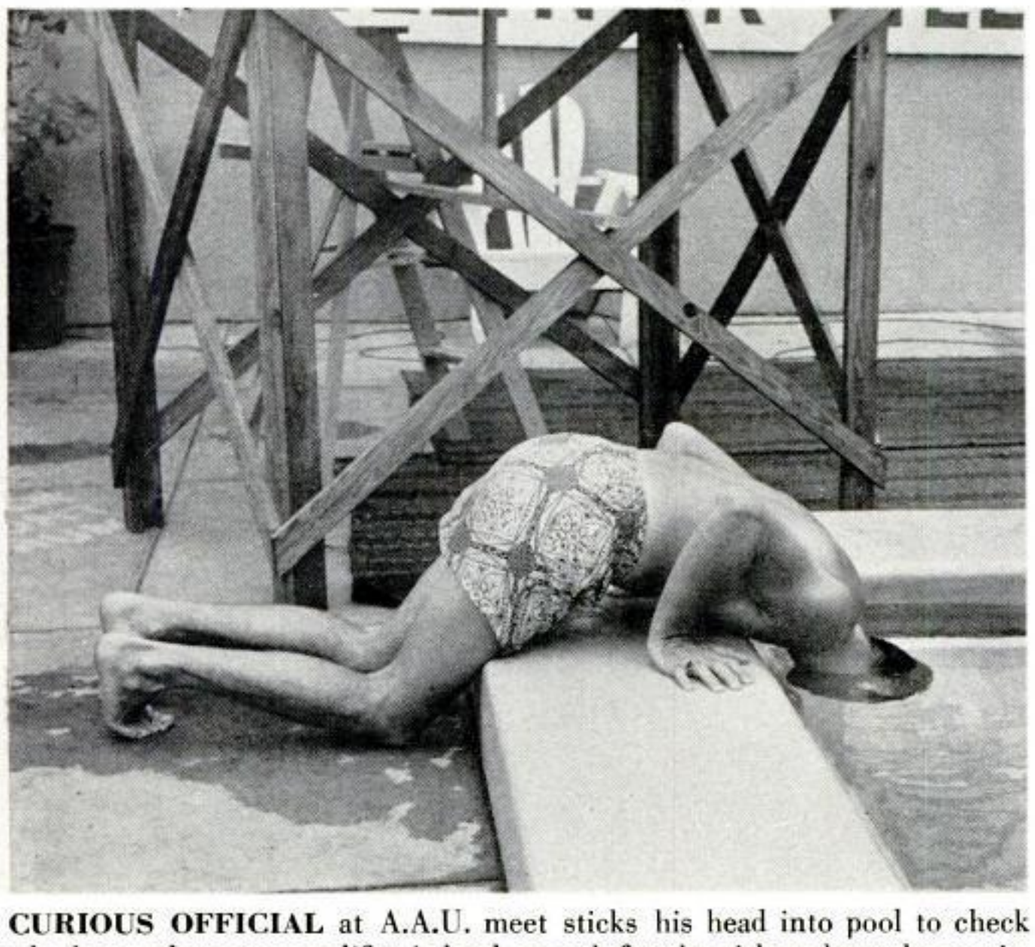
WHAT THE AUDIENCE SAW



FOUR FACES break water as Canadians gasp for air during Dolphin routine. Eight other girls are under water, with only the legs of four of them showing.



TWELVE LEGS kick out of the water in a ballet act which helped Canadian team win first prize at competition held at Ormond Beach, Fla. last month.



CURIOUS OFFICIAL at A.A.U. meet sticks his head into pool to check whether underwater amplifier is loud enough for the girls to hear the music.

Advertisement



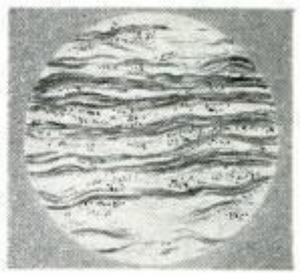
Dandruff on shoulders is excessive dandruff . . . a sign your scalp needs care.

DANDRUFF

Why it may be "the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE: Spores of Malassez

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez* —also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

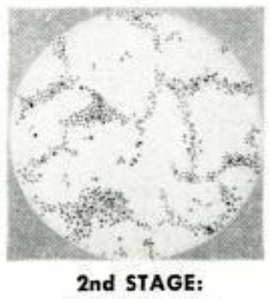
1. Dry white scales flake off your scalp, drop to your shoulders.

2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.

3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness.*

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care.* Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE: Bacilli shown may be present.

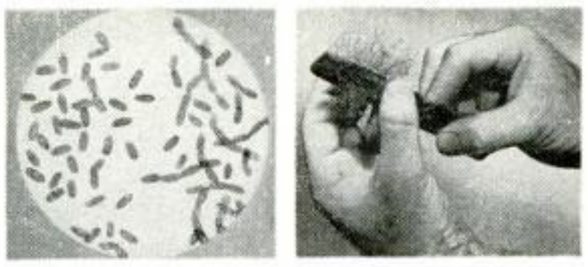
Tonight, shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously. Next, apply your favorite shampoo. Work up a thick lather —*without putting any water on your head.* The lather comes easily if you have used enough Kreml Hair Tonic.

Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place.

Stubborn cases

At first, *more* dandruff flakes than usual may appear. This simply means dandruff is being "chased out" from scalp.



3rd STAGE: Bacilli shown may be present. Hair growth may be affected.

In stubborn cases, repeat Kreml-and-shampoo treatment.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of bacilli and of the Spores of Malassez. The Kreml Method is not offered as a substitute for the services of a dermatologist—but it *has* helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. And if you need shampoo, ask for our Kreml Shampoo. See how quickly the Kreml Method makes your head feel better! The J. B. Williams Company.

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Kellogg's

EVER WALK INTO A GROCERY STORE AND HAVE YOUR HEAD GO REELING?

It's a world of many brands. Wonderful but confusing, especially in the cereal section.

That's why we set this big red Kellogg name right out where you can see it -- so big we had to break it into syllables. The next time you go shopping keep it up big in your mind and see how it simplifies your life.

It's the cereal name you can cling to, reach for and drop in your basket knowing full well

Kellogg's

KELLOGG'S OF BATTLE CREEK

The Greatest Name in Cereals

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K

that everybody at home is going to like it.

Cereals are strictly our business and always have been. We specialize in bringing you life-giving grains in their most appetizing forms, in their greatest variety, and always fresh. Eleven wonderful choices.

All are made in our flavor kitchens with our still secret recipes, all toasted to the golden peak of flavor in our radiant ovens.

Why in the world should you ever have less? Why fuss yourself with needless decisions? Next time you shop for cereals, just stop at the Kellogg Section and help yourself. Kellogg's ... the great, big name in cereals, made by the folks who are cereal specialists.

ellogg's

CORN FLAKES • RICE KRISPIES • PEP WHEAT FLAKES • ALL-BRAN • 40% BRAN FLAKES • RAISIN BRAN
SUGAR CORN POPS • SHREDDED WHEAT • KRUMBLES • SUGAR FROSTED FLAKES • CORN-SOYA • VARIETY PACK

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CHIN-WARMERS, left to right, are: jeweled ermine on navy sheath ($110), string-tied ermine on flannel jacket-dress ($155, both Hannah Troy), mink on black broadcloth (Harvey Berin, $135). Boy (*background*) wears standard choir loft starch. Two of the girls wear big but lightweight gold ball earrings (Napier).

Choir Boy Collars in Fur

CHOKERS GO SOFT TO GIVE AN OPULENTLY INNOCENT LOOK FOR FALL

The only common denominator visible so far in U.S. designers' fall fashions shows up at clavicle level in prim little collars, shaped like a church chorister's stiff choker but made of soft fur. In white furs like mink or ermine, they add a seraphic touch to slim street dresses (*above*) while variations on the theme are used for coats and evening gowns (*next page*).

Unlike most new ideas in fashion, this one did not come from a famous designer but from the do-it-at-home decorating of sweaters and simple dresses with separate fur collars. These cost about $15 in white flank mink, $19 in white leopard. They can be cleaned with a paste of cornstarch and cleaning fluid rubbed into the fur, allowed to dry and shaken out.

CONTINUED ON PAGE 87

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If you like beer You'll Love Schlitz

No harsh bitterness . . .
Just the kiss of the hops

This dry and mellow beer . . . this beer of *matchless flavor*... is the world's largest seller.

Year after year more bottles and cans of Schlitz are bought—*millions more*—than of any other beer. This popularity is the result of the most conclusive taste test in beer history.



FAMOUS *SCHLITZ* RAREBIT: Mix together in chafing dish or double-boiler over low fire, 1 tsp. butter, ½ tsp. Worcestershire sauce, ½ tsp. dry mustard, a few dashes paprika. Add ⅓ to ½ bottle or can of Schlitz beer. Crumble 1 lb. sharp cheese; add slowly to mixture, stirring until smooth. Salt to taste. Just before serving add dash of cayenne pepper. Serve piping hot on crisp, dry toast. Serves 4 to 6.



ON TV EVERY WEEK—The popular "SCHLITZ PLAYHOUSE OF STARS." See your newspaper for time and station.

First in Sales

© 1953—Jos. Schlitz Brewing Company, Milwaukee, Wis.
Breweries at Milwaukee, Wis. and Brooklyn, N. Y.

The Beer that Made Milwaukee Famous

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The A. M. Browns, with their children, Hope, Archie and Jim, live in Westchester County, N. Y. Like many other suburbanites they say:

"Two Fords are a must with us!"

"When the children were small," says Mr. Brown, *"one Ford handled our driving needs perfectly. But now two Fords are a must with us. We chose Fords because we felt they offered by far the best value besides being the most comfortable and easiest to handle."*... When they sell their Fords, the Browns should find they're worth more, too. Used car prices show Fords hold on to their value longer than any other cars.



***"I cover 500 miles a week** between my home and my office,"* says Mr. Brown. *"I travel over all kinds of roads, so comfort is important to me; another thing is economy—you really get both in a Ford."*... Ford's new spring and shock absorber action reduces front-end road shock up to 80% and the Power Pilot gives high-compression performance on "regular."



***"We live miles from a shopping center** which means a lot of hauling and a station wagon was essential for us."*... The Ford Country Sedan hauls a half ton with ease yet it converts into an 8-passenger sedan in seconds.



"No more 'Who gets the car?' sessions in our house! Our Country Sedan is always there for the family use."... The Country Sedan is powered by the *only* V-8 in the low-price field. Of course, if you prefer sixes, Ford's Six is the most modern six you can buy. If *your* family needs two cars, why not talk it over with your Ford Dealer? Remember, you can buy two fine cars for the price of one if they're Fords, and the chances are the car you own today may well provide the down payment.



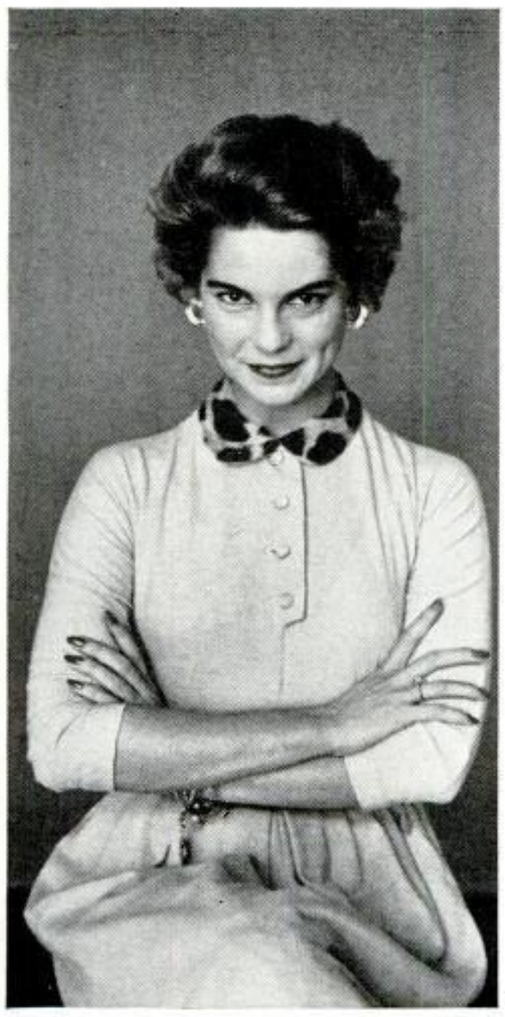
***"My wife can park** without half trying, our Ford's so easy to handle."*... Now with Ford's new Master-Guide power steering available on V-8's, parking, and *all* driving, is easier still. Master-Guide provides the muscles—you merely guide the car.

Worth more when you buy it...
worth more when you sell it!

Ford

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CHOIR BOY COLLARS CONTINUED



FOR SPORTS, flat spotted leopard collar is used on a beige jersey shirtwaist (Jerry Gilden, $25) with unpressed pleats in full skirt.



FOR STREET, mink collar trims a waist-length gray worsted jacket which goes over a matching scoop-necked dress (Larry Aldrich, $165).



FOR AFTERNOON, a wide mink collar is tied with red velvet strings over a heavy, pearl-buttoned white fleece coat (Seymour Fox, $315).



FOR EVENING, or even informal wedding, jeweled ermine collar tops satin jacket worn over short, bare-topped dress (Hannah Troy, $195).





"My **morning MILK-BONE BISCUIT** is as important as your coffee!"

for a happier day... give your dog



Guaranteed by Good Housekeeping

MILK-BONE for breakfast...

easy for you... good for him too!

FREE SAMPLE

National Biscuit Company, Dept. L-9
Milk-Bone Bakery
446 E. 10th St., New York 9, N.Y.

Send me *free* MILK-BONE DOG BISCUIT. Also Booklet: "How to Care for and Feed Your Dog." (Paste coupon on postcard if you wish.)

Name.....
Address.....
City and State.....
This offer good in United States only

NATIONAL BISCUIT COMPANY

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Students! Parents! This wonderful new Royal Portable is yours for only $9.95 down!



New! Royal's greatest portable! Just introduced—with many new improvements!

Get better marks in school! Do your homework quicker and easier with this nine-ways-better typewriter!

Here, at last, is *your* opportunity to own a brand-new Royal Portable Typewriter! You *need* one, for many reasons!

First, school surveys show that students who type their school-work get better marks! And—every member of the family will find pleasure and profit in using the new Royal Portable . . . the office typewriter in portable size!

It has so *many* sensational, *exclusive* features! Such as Speed Selector, Line Meter, Push Button Top, Visible Tab Set, new Speed Spacer and Carriage Controls . . . plus famous "Magic" Margin and "Touch Control"!

So, go to your nearest Royal Portable dealer. Make the small down payment of *only* $9.95*—and then take 18 months to pay.

**Plus applicable taxes.*

Get your FREE Royal bank . . . and start saving 20¢ a day!

Your nearest Royal dealer has a bank for you . . . a miniature typewriter bank especially designed to help you save dimes, nickels and pennies so you can easily make those low payments on your new Royal Portable! You need save only 20¢ a day to enjoy the lifelong advantages of owning the new Royal Portable Typewriter. Your attractive bank is FREE . . . so see your Royal dealer *today!*



"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.

NEW ROYAL Portable . . . does more for you . . . does it better!

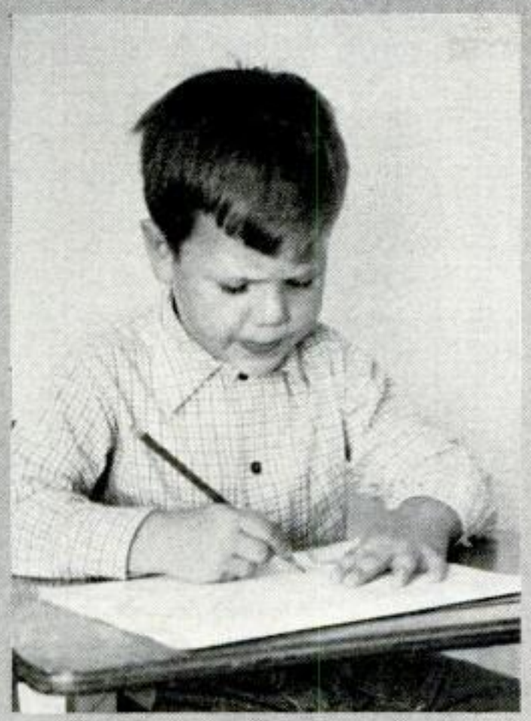
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DEXTERITY TEST



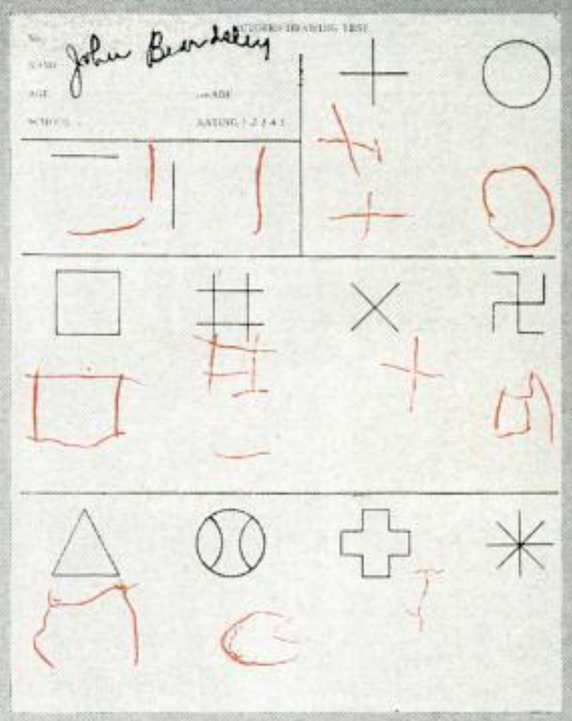
JOHN IS DOUBTFUL

DRAWING TEST



JOHN CONCENTRATES

DRAWING RESULTS



JOHN WAS METHODICAL

TEST OF POISE



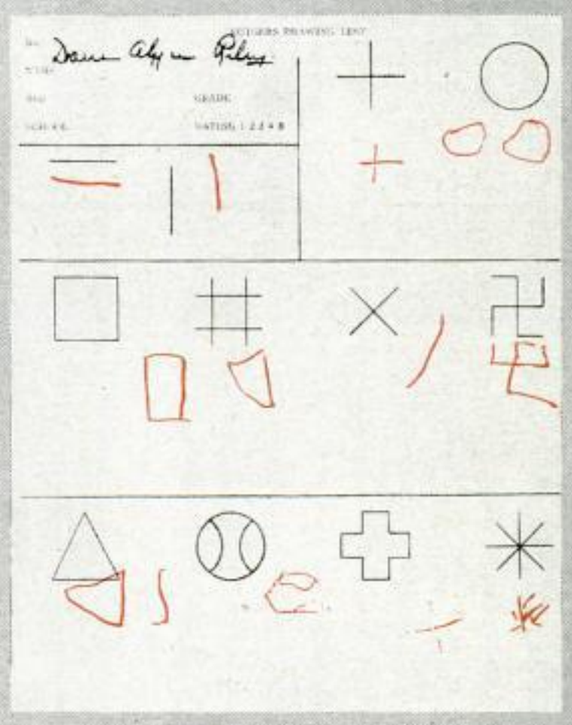
JOHN DEPARTS IN HIGH SPIRITS



DIANE IS HAPPY



DIANE ASKS QUESTION



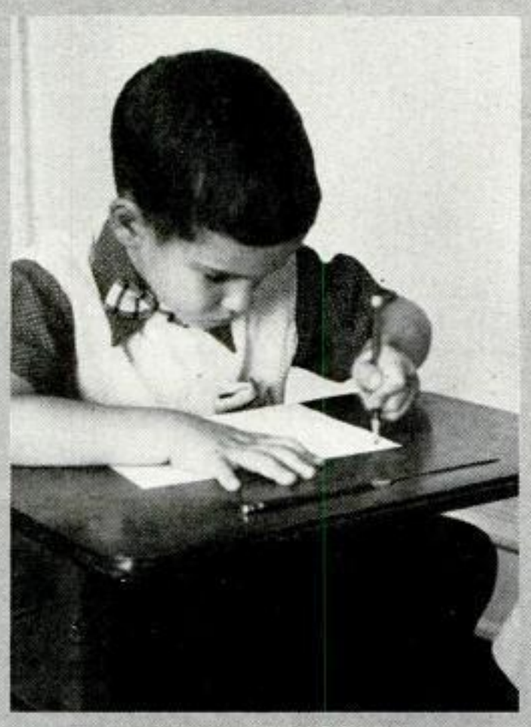
DIANE WAS TOO HASTY



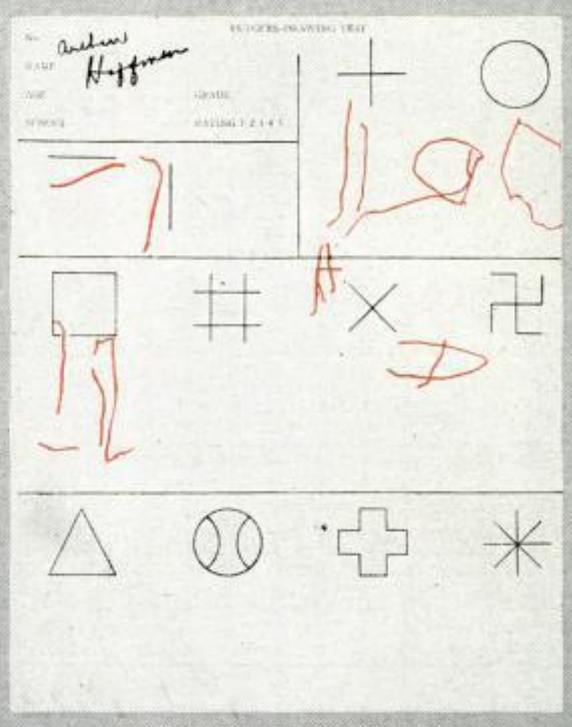
DIANE LOOKS SATISFIED



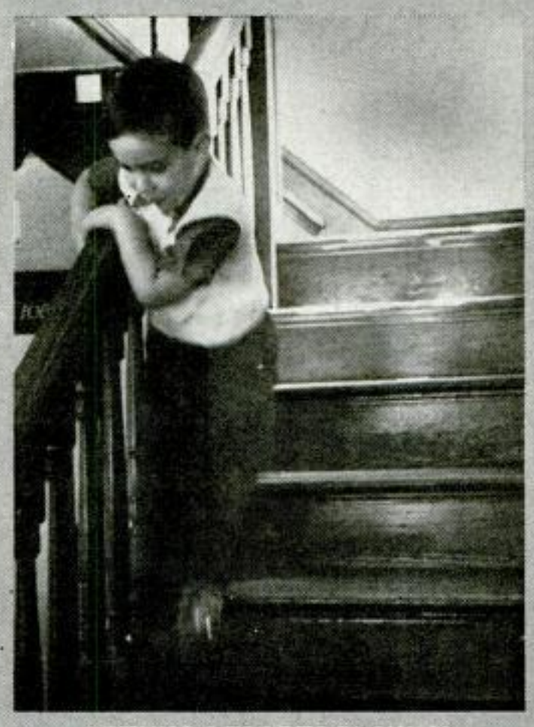
ARTHUR IS BAFFLED



ARTHUR STRUGGLES



ARTHUR DID NOT FINISH



ARTHUR DEPARTS SLOWLY

TOO YOUNG FOR SCHOOL?

New Jersey 4-year-olds are tested at desks and on stairs to determine if they are ready to leave home

Educators know it can be as hard on a child to keep him out of school when he is ready as it is to send him too early. New Jersey school boards have solved the problem by referring applicants between 4½ and 5 to the Psychological Clinic of Rutgers University for tests. If the results indicate the children are ready, they are accepted for kindergarten.

Among those taking the tests this summer were John Beardsley, Diane Riley and Arthur Hoffman. They were tested on manual dexterity, vocabulary and ability to copy drawings. Clinic Director Anna Starr watched the children closely for evidence of maturity as they took the tests and later when they descended the stairs to rejoin their mothers. Young John approached both tests and stairs with such self-confidence that he was given a high rating. Diane was inclined to rush through her tests but she displayed so much poise that she was declared ready for school also. Arthur's performance was uneven. He gave up on the drawing test and seemed shy on the stairs. But Dr. Starr was so impressed with his vocabulary and general intelligence that she decided he was smarter than he was letting on and told his parents school would do him good.

CONTINUED ON NEXT PAGE

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GETTING ACQUAINTED before tests, Dr. Starr and Jean Cumming discuss fish in clinic tank. Jean showed excellent poise, was passed for school.



STRINGING BEADS to test memory, John Beardsley quickly repeats a pattern Dr. Starr had shown him earlier.



STUDYING STOP WATCH, Richard Marsh gets ready to place blocks in holes. He showed talent for learning by taking 35 seconds less on second try.



Free yourself from clock-winding!

Sleep with no bothersome "ticktock"!

G-E STARTER ALARM—$3.98*

HOW? Simple! Let electricity, which runs G. E.'s new, low-priced alarm, *The Starter*, do it for you. Big, friendly numerals. Easy to read. Modern-styled, ivory-colored plastic case. Shatterproof crystal. Sweep-second hand.

Know the right time. Get a G-E Electric Alarm Clock. They are timed accurately by the U. S. Naval Observatory via your electric power company. Silent. No annoying "ticktock." And nothing to wind.

Rugged and dependable, they prove that "you can put your confidence in General Electric." General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



Luminous Starter $4.98*

Big, glowing hour dots and hands can be read in the dark!

G-E Electric Clocks from $3.98* to $845.00*

GENERAL ELECTRIC

**Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.*

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PERFECT COCONUT CREAM PIES IN HALF THE TIME!

1. New and nifty! Lots of shredded coconut right in this new Jell-O Coconut Cream Pudding and Pie Filling!
2. Takes about 5 minutes to cook!

P. S. Remember, every Friday is Pie Day! Bake your family a pie this Friday. See your grocer now for many pie-baking specials!



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

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Only SYLVANIA TV
Long Range Reception

PHOTOPOWER
For Photographic Clarity Even in Distant Reception

In Automobiles it's HORSEPOWER
In Television it's PHOTOPOWER



JUST AS HORSEPOWER measures performance in automobiles, so PHOTOPOWER sums up performance in Television. A great new advance in TV for 1954!

PHOTOPOWER is *concentrated* power—engineered to give you the fine photographic detail and shading of "Full-Depth" pictures. What's more, PHOTOPOWER reaches out and *gets* the program you want—near or far. Designed to bar out interference and keep the picture rock-steady, without rolling or tumbling.

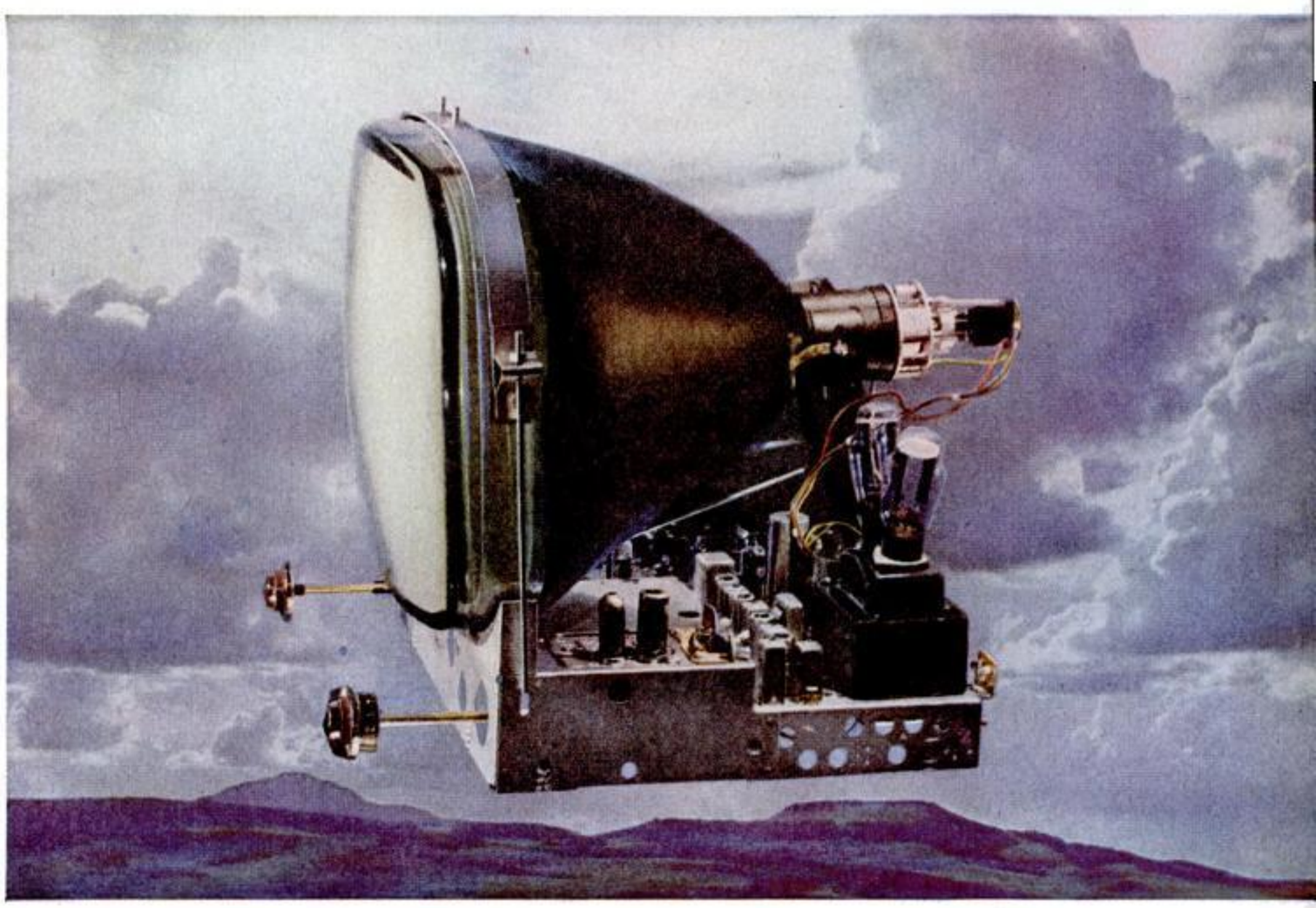
PHOTOPOWER sets new standards of performance!

It's the famous Sylvania TV Chassis that does all this

The secret of PHOTOPOWER is in the mighty Sylvania chassis—the most powerful of them all—with its special High-Voltage Picture Tube and Ultrapower Tuner. More tubes, more automatic circuits, and other exclusive features give PHOTOPOWER the coordinated reserve strength to meet all conditions for finest performance in both UHF and VHF reception.

Cabinets of unsurpassed designs to enhance the beauty of your own home. You're in for a *thrill* when you see the new 1954 Sylvania TV!

ALL SYLVANIA MODELS
Available with All-Channel
UHF-VHF Tuning



New 1954 Sylvania "PHOTOPOWER" Chassis. Sylvania's exclusive new PHOTOPOWER design insures spectacular performance under all conditions of UHF or VHF reception. Another achievement of Sylvania Engineering.

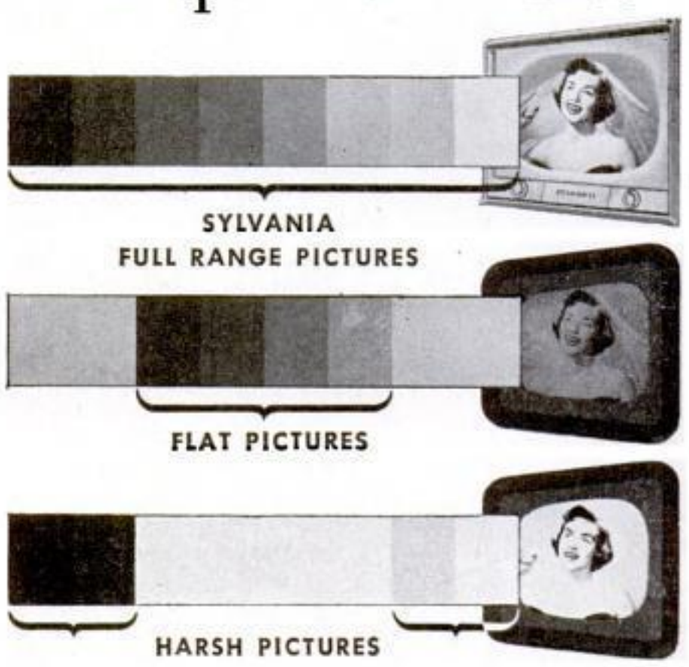
Why PHOTOPOWER Assures "Full-Depth" Performance

YOU will find unexpected depth in the pictures on your screen! Full-Depth pictures, rich in detail—with beautiful shading, contrast and realism.

The reason is simple. PHOTOPOWER reproduces the *whole range of Photographic tones*—from deepest black to purest white.

Some sets emphasize only the gray tones—causing flat, dull pictures. Others give extreme black and white tones—harsh contrast, without detail or depth.

Only PHOTOPOWER captures all the realism caught by TV cameras—deep blacks, true gradations of grays, and unblemished whites. That's why only Sylvania brings you "Full-Depth" performance—the biggest advance you'll see in 1954 television!



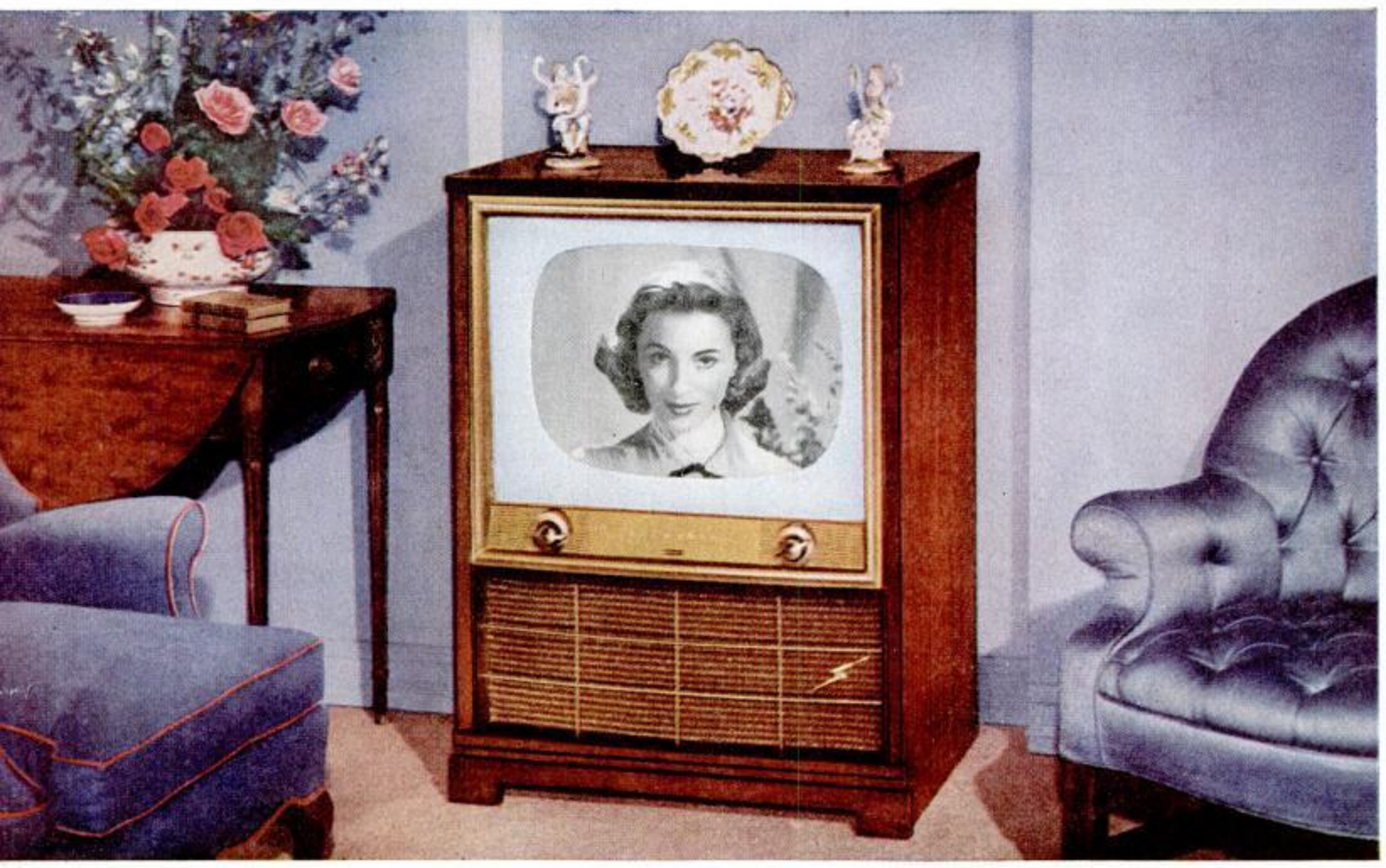
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BRINGS YOU BOTH!

Plus Eye-Comfort Viewing

HALOLIGHT

The Frame of Light That's Kinder to Your Eyes



The STRATFORD – Beautiful 21" Mahogany Console with HALOLIGHT. Also in natural Blonde Korina. For 1954 Sylvania presents 40 New Models in 17", 21", 24" and 27" Screen Sizes. Priced as low as **$189.95.** Slightly higher West and South.



The BROOKFIELD 21" Blonde Console with Doors and HALOLIGHT. Also in Mahogany.



The PRESCOTT 17" Console. HALOLIGHT. Textured Mahogany or Textured Blonde finishes.



The MONTICELLO 21" Console Combination with HALOLIGHT. AM-FM Radio. 3-Speed Phonograph. In Mahogany or Blonde.



The FAIRMONT 21" Table Model with HALOLIGHT. In Blonde or Mahogany.



The WENTWORTH 27" Mahogany Console with HALOLIGHT. Also in Natural Blonde.

RADIO TELEVISION

SYLVANIA TELEVISION

LIGHTING ELECTRONICS

Sylvania Electric Products Inc. 254 Rano Street, Buffalo 7, New York

Exclusive HALOLIGHT Now on Many More Models – even Lower Priced Sets



ONLY Sylvania brings you HALOLIGHT – the greatest exclusive feature in television!

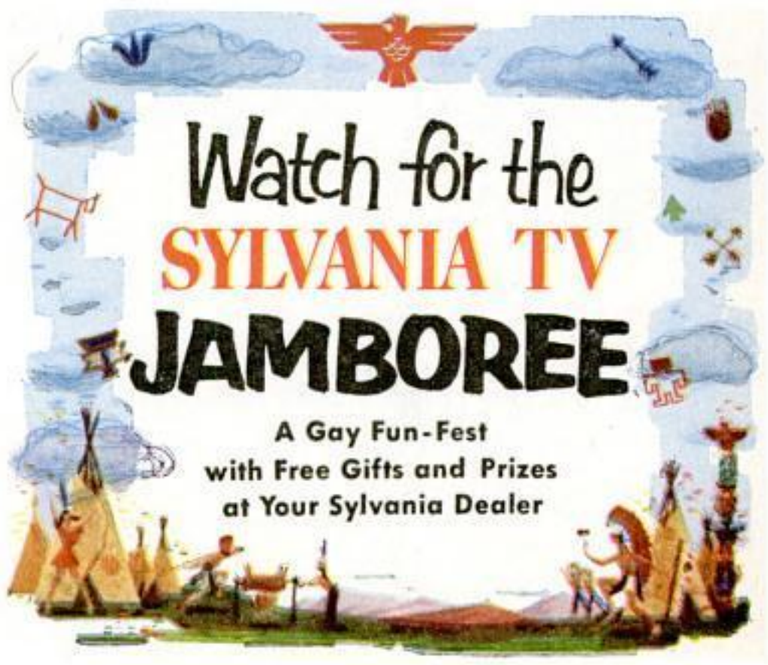
And now HALOLIGHT is available on more models than ever – and in a wider range of prices.

HALOLIGHT's frame of soft, cool light around the screen reduces the contrast between the bright picture and darker areas around it.

That means far greater eye comfort. And the picture looks larger, seems clearer. You and your family can watch Sylvania TV with HALOLIGHT *for hours*—with the utmost ease and satisfaction.

Your nearest Sylvania TV Dealer is now displaying the beautiful new Sylvania models. See the new improved HALOLIGHT—watch the thrilling Full-Depth picture. Here's television your family will enjoy for years to come!

HALOLIGHT and PHOTOPOWER are Sylvania Trademarks



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You save the price of an extra serving—
when you buy this new Meadow Gold half-gallon



Meadow Gold
is mighty good!

YOU get a dozen heaping dishes of *mighty good* ice cream in the new Meadow Gold half-gallon pack. And we figure, taking a rough average of prices across the country, you *save* the price of an extra serving.

How about picking up a half-gallon in your favorite flavor today?

© 1953, Beatrice Foods Co.

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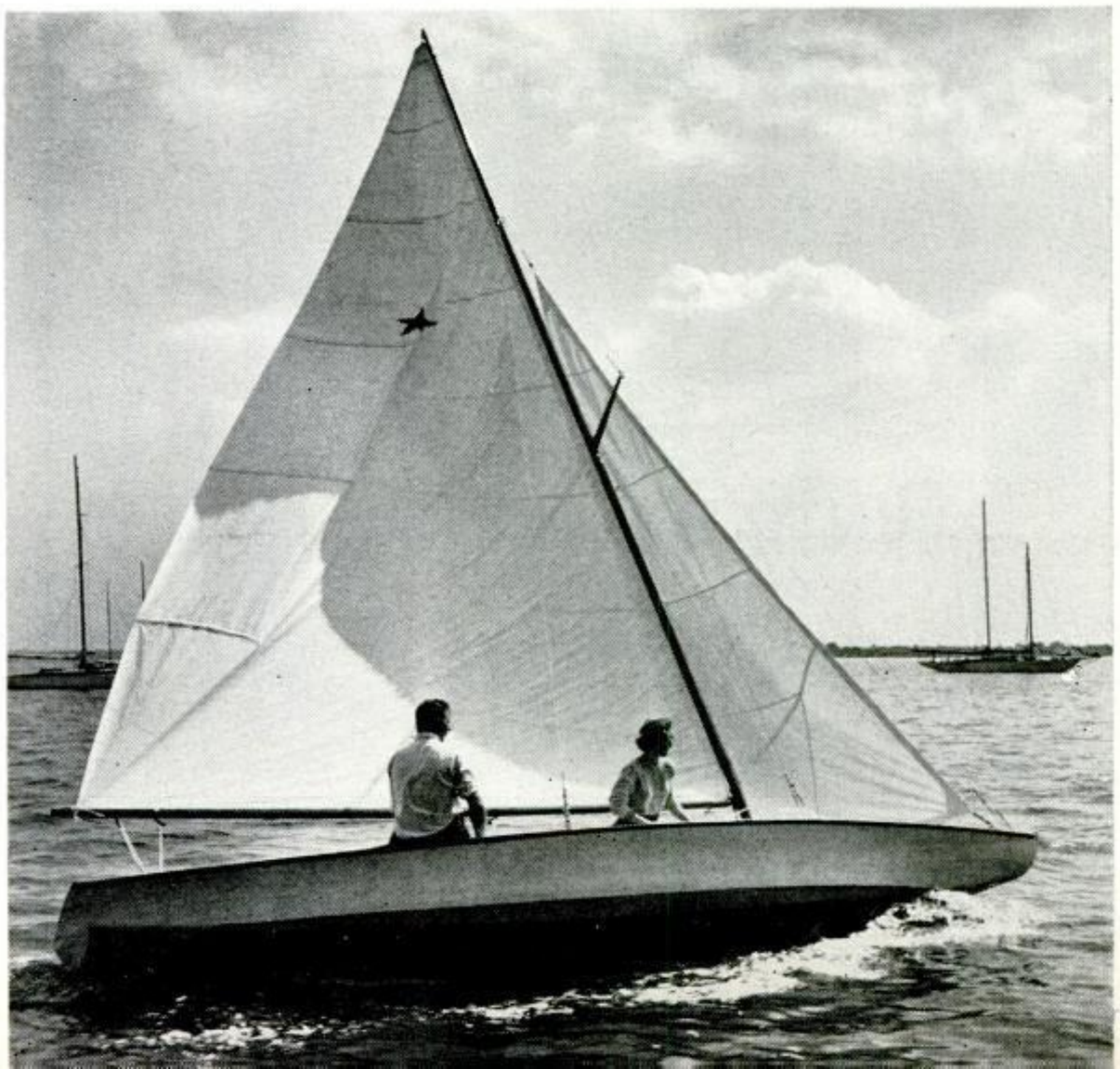
CREW MEMBER IN WOVEN PAPER SLACKS HOISTS PAPER MAINSAIL FOR A TEST RUN WITH HERBERT HILD, WHO IS 1953 ATLANTIC COAST STAR-BOAT CHAMPION

PAPER SAILS

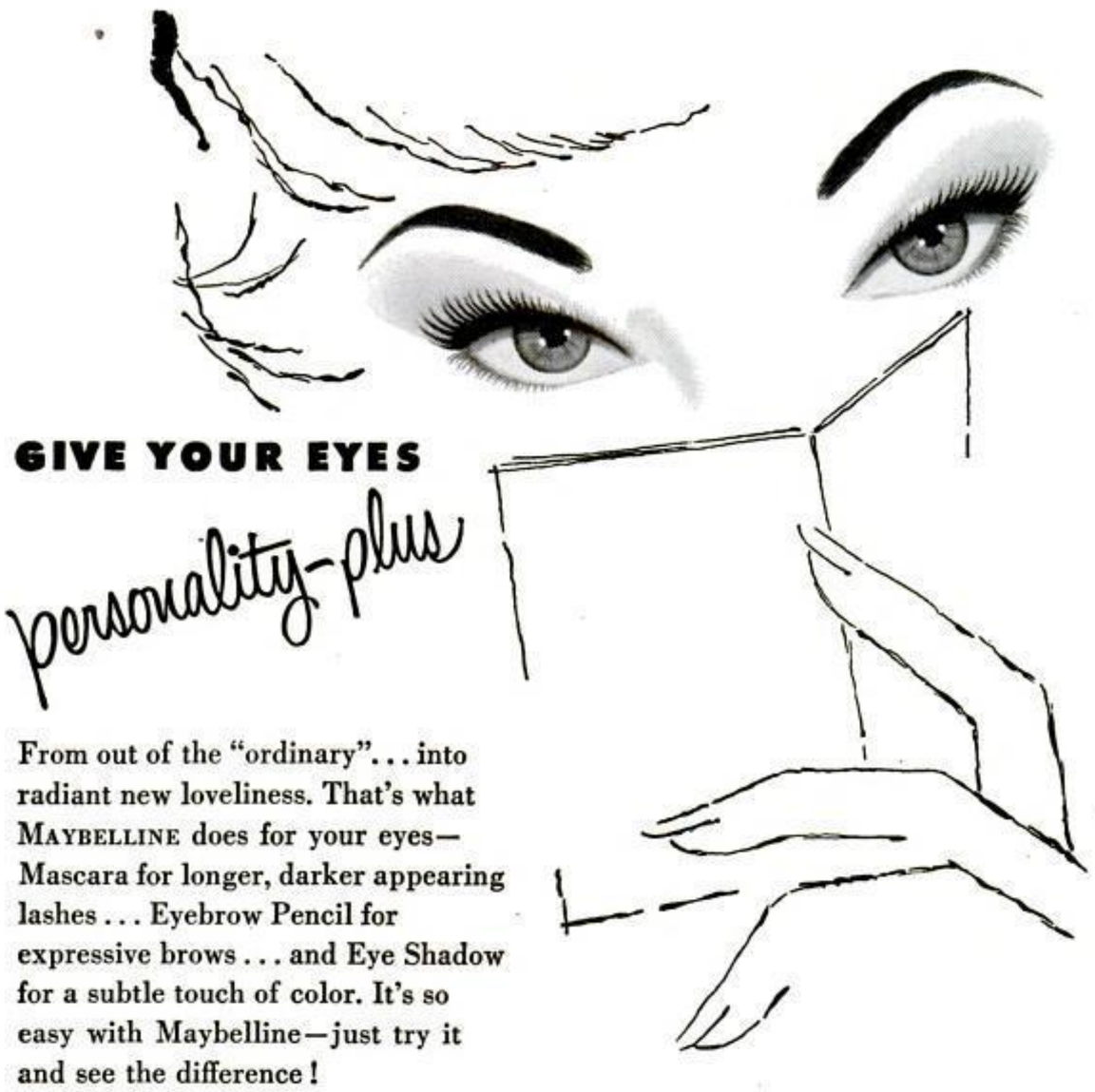
They are tried on small boats

The Star Class sailboat at right is being driven across Long Island Sound by the first practical paper sails ever made. They are able to stand the strain (52 pounds per square inch) because of a new American Cyanamid Company process which makes ordinary paper twice as strong by adding a resin called Melostrength to the pulp stage of manufacture. Famed Designer Charles Ulmer, who made the experimental sails shown here, thinks paper is not yet hardy enough for full-time duty on boats as big as Stars (1,800 pounds). But he predicts that Melostrength, which already has made possible paper diapers, ice bags, slacks (*above*) and even bathing suits, will provide owners of smaller boats like knockabouts and kit boats with durable sails at half the cost of canvas.

STAR BOAT HANDLES EASILY WITH NEW PAPER SAILS →



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GIVE YOUR EYES

personality-plus

From out of the "ordinary"... into radiant new loveliness. That's what MAYBELLINE does for your eyes—Mascara for longer, darker appearing lashes ... Eyebrow Pencil for expressive brows ... and Eye Shadow for a subtle touch of color. It's so easy with Maybelline—just try it and see the difference!



Maybelline

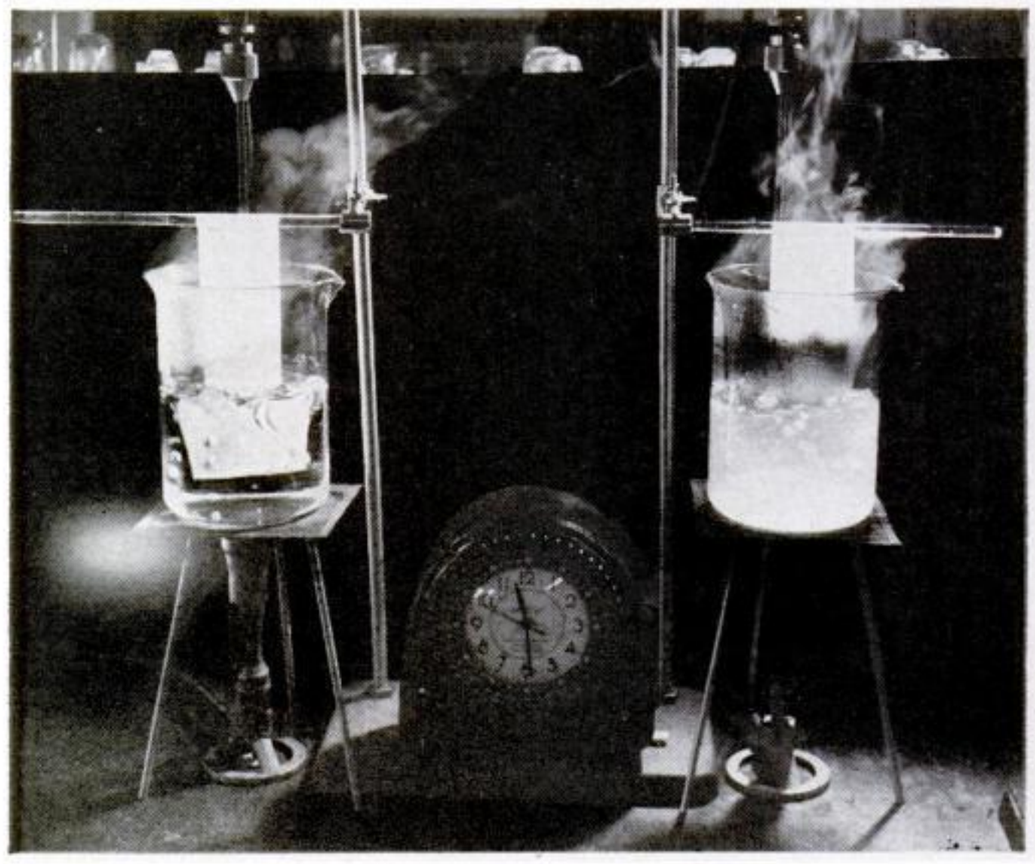
PREFERRED BY SMART WOMEN THE WORLD OVER

MASCARA ★ EYE SHADOW ★ EYEBROW PENCIL

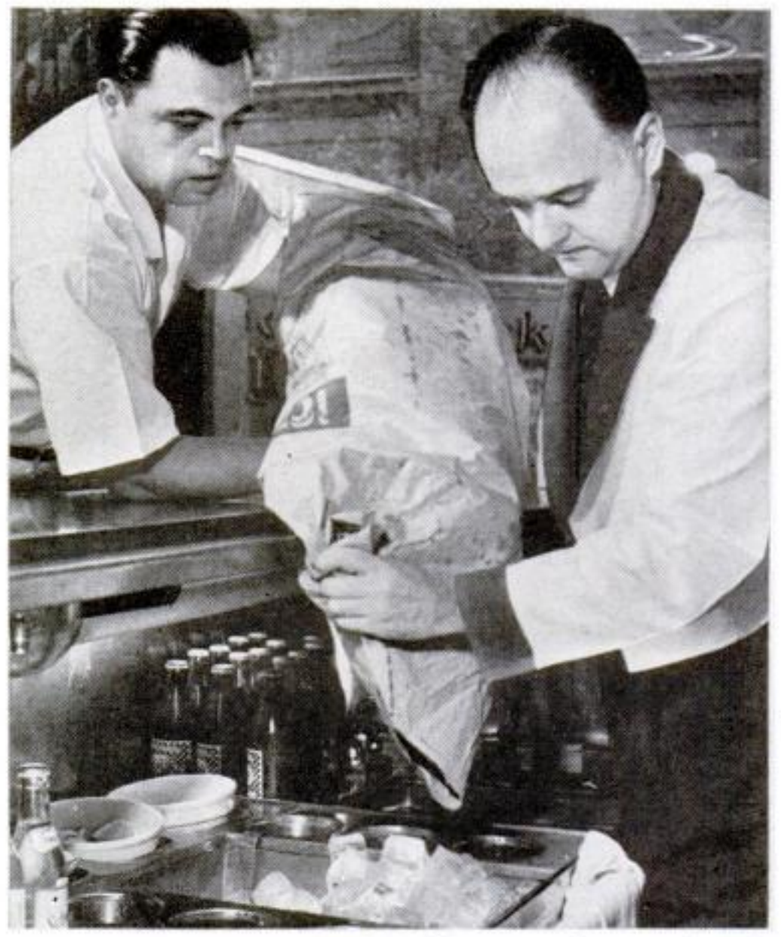


THE ORIGINAL...ALL FINE HAM...ZESTFULLY SEASONED

For 86 years America's favorite spread



BOILING PAPER was part of series of Melostrength tests. The ordinary paper (*right*) dissolved as soon as water boiled, treated paper was still intact after 72 hours.

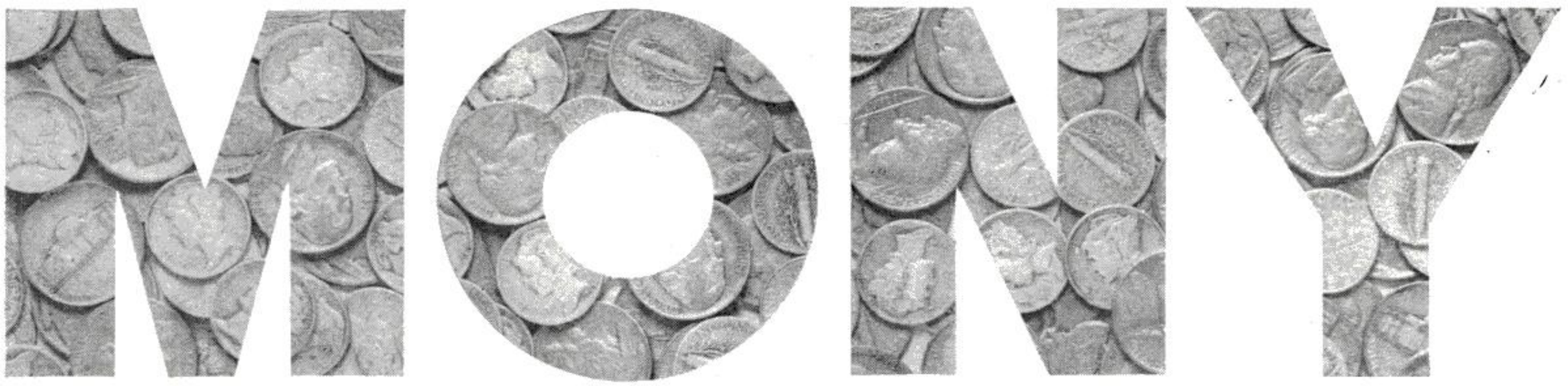


PAPER ICE BAGS, which hold 40 pounds of ice but do not leak or burst even when soaked all day, are now being used by ice companies in place of unwieldly wooden tubs.



COMBAT MAPS made of resin-treated paper were adopted in 1943 when Army found they held together after being nailed to flooring and tramped over by a regiment.

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will pay up to $400 a month for disability caused by Accident or Sickness

Every four seconds someone is injured! Every day 69,120 people are taken seriously ill! That's why it's a comfort to have MONY back of you . . . a Mutual Of New York Policy that provides a continuing tax-free income in case accident or sickness keeps you off your job. And . . . you get this income *whether you're confined to the house or not.*

Here is just a quick look at the extra-liberal benefits offered by MONY Accident and Sickness Policies . . . benefits that can be arranged to provide the best protection for you . . . and what's more, benefits that will not be reduced because of payments from any other insurance you may carry.

ACCIDENT BENEFITS

When total disability disrupts your regular income, MONY will pay up to $400 a month for 2 or 5 years or even for life, depending upon the benefits you choose. For partial disability, you can get 50 per cent of this monthly income for as long as 6 months, with a *guaranteed minimum* for some types of injuries.

MONY will pay as much as $25,000 for accidental loss of life, sight or limbs. A special accident expense benefit is also available which will pay up to $3,000 for medical care.

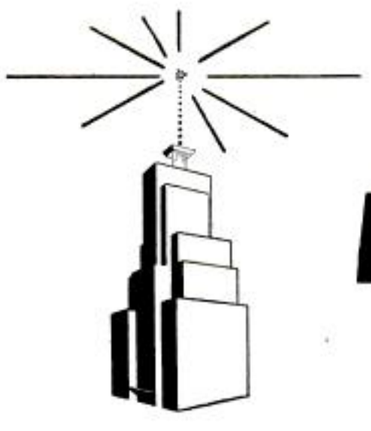
SICKNESS BENEFITS

When your own usual income is cut off, you can count on a regular monthly income from Mutual Of New York to keep you going while you are ill. There are policies available that will give you up to $400 monthly—payable for either a year or 2 years, while you are totally disabled, depending on the policy you choose. A MONY Accident and Sickness Policy gives you money when you need it most—when your own usual income is curtailed while you are disabled by either accident or illness.

MONY PROTECTION can provide other benefits, too

MONY will not only protect your whole family, but it will also give you hospitalization and surgical benefits, medical and nursing care, ambulance service, maternity benefits, and Polio expenses.

Let a MONY representative explain to you how inexpensively you can protect yourself and your family against the crippling expense of an accident or illness. If you are under 55 years of age, fill out the coupon at right and find out how MONY will provide money when you need it most.



MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York

SEND FOR FREE INFORMATION TODAY!

MONY TODAY
means money tomorrow!

Mutual Of New York, Dept. L-73
Broadway at 55th Street, New York 19, N. Y.

I would like free information about a MONY policy to cover my needs as follows: (please check.)

() *Tax-Free Disability Income*
() *Hospital, Medical Benefits*
() *Education for my Children*
() *Income for my Retirement*
() *Pay Off my Mortgage*
() *Insurance on my Wife or Children*

Name _____

Address _____

City _____ County _____ State _____

Occupation _____ Date of Birth _____

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New 21-inch RCA Victor Television with Rotomatic Tuning

at lowest price in RCA Victor history!

$229.95



More to see...

More detail—amazing depth and clarity! The picture is vivid, accurate, over the entire surface of the giant screen.

More stations—with TV's tremendous new expansion.

less to do!

Less "dialing"—with Rotomatic Tuning, just one CLICK and there's your station.

Less "adjusting"—finest sound is "locked" with finest picture.

21-inch Barton. Gleaming ebony finish. Model 21S353, $229.95. Matching stand extra.

Only $16.75! "Victrola" 45 automatic attachment (Model 45J2) plugs into phono-jack that's built into *every* RCA Victor TV set. ("Victrola" 3-speed attachment, $49.95)



For the first time you can own RCA Victor 21" TV for $229.95—17" TV for *only* $179.95 with these big features:

New Rotomatic Tuning that pin-points your station for you—*automatically*—clearer than you've ever seen!

RCA Victor's own Magic Monitor circuit system that *automatically* screens out static—shows you *finest* picture detail.

Famous "Golden Throat" tone—product of RCA Victor's vast engineering experience.

And RCA Victor gives you the widest choice of cabinets ever offered by the leader in television—styles for period and modern rooms—many "free styles" that fit anywhere!

Your RCA Victor dealer will show you television that does *more* for you and does it *better* . . . at lowest prices ever! And for expert installation and service, ask him about an RCA Victor Factory-Service Contract . . . available *only* to RCA Victor owners in all principal TV markets.

For the finest UHF reception—choose the Rotomatic UHF-VHF tuner or, on lower-priced sets, the *manual* UHF tuner (both optional at extra cost).

See the Goldbergs over NBC-TV, Friday, 8:00 pm., EST.

Prices are suggested list and subject to change without notice. Slightly higher in far West and South.

Every year more people buy RCA Victor than any other television

Tmks. ®

Division of Radio Corporation of America

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'I had to get rid of the eye...'

CONTINUED ON NEXT PAGE

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THE MADMAN'S VICTIM COWERS UNDER HIS QUILT

'TELL TALE HEART' IS A BIZARRE FILM

"One of his eyes resembled that of a vulture—a pale blue eye, with a film over it. Whenever it fell upon me, my blood ran cold; and so . . . I made up my mind to take the life of the old man and thus rid myself of the eye for ever."

The old man with the eye, pictured on the previous page, is what drove the Madman to utter these words in Edgar Allan Poe's morbid masterpiece, *The Tell Tale Heart*. Now the Eye is casting its baleful spell in a seven-minute film based on Poe's story, done entirely with animated drawings by United Productions of America. As a pioneering attempt to adapt "cartoon" technique to serious drama, *Tell Tale Heart* may well be a movie landmark. The story of the killer who brought about his doom because he thought he heard his victim's heart is narrated in sepulchral tones by James Mason. It is embellished with awesome distortions and nightmarish patterns in graveyard hues. It is good entertainment and a leading candidate for the Oscar as the best movie short of the year.



MADMAN BREAKS THE PITCHER BECAUSE IT REMINDS HIM OF THE EYE

CONTINUED ON PAGE 102



DON'T BE HALF A HOST!



NEXT TIME SERVE THE KING OF BLENDS!



For Smoother, Lighter Drinks Step Up to KING Whisky!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES, 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

Best for every lighter!





DELICIOUS HOT TIP FOR Sunday Nite Supper!



KREY Sliced BEEF with Brown Gravy over RICE

Tasty, satisfying and oooh so easy! These tender slices of U. S. Gov't. Inspected beef are already flavor-roasted like you'd do it and there's plenty of bubbling gravy! Just heat and pour over a bed of rice for a main-dish treat. Wonderful with Krey Sliced Pork, too! Try both!

Quality Midwestern KREY PACKING CO. KREY Meats Since 1882 ST. LOUIS 7, MO.

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September Savings REXALL DRUG STORES EVERYWHERE

Vitamin Special

LET US BUY YOU A 12-DAY SUPPLY OF REXALL PLENAMINS



144's
$4.79
PLUS
12-Day Supply AT NO EXTRA COST

It's our 50th Anniversary Gift to you and yours—a 12-day supply of Rexall Plenamins at no extra cost with the purchase of the regular 72-day package. In these closing months of our Golden Jubilee Year, we want you and your family to learn for yourselves the plus-protection of Plenamins. For these tiny, easy-to-swallow capsules give you *more* than your daily minimum requirement of every vitamin with known minimums... *plus* valuable amounts of Folic Acid, Liver Concentrate, Iron, and red Vitamin B_{12}. Remember—your health, your good looks, your ability to earn a living—all may be affected by failure to supplement your diet with a dependable, protective yet non-fattening multi-vitamin product. We believe you'll thank us if you take advantage of this 50th Anniversary Gift Offer.

New Relief for Acid-Upset Stomach
BISMA-REX GEL



8 oz.
$1.19

The new *liquid* antacid combining Rexall's exclusive, time-tested formula for 4-way relief from hyperacidity... with Aluminum Hydroxide and Magnesium Trisilicate added to give the *plus* advantages of adsorbing and neutralizing excess stomach acid and leaving a smooth, clinging, protective coating.

REXALL SWEET'N-ETS SPRINKLE



2¼ oz.
98¢

Now... a non-fattening *granulated* sweetener to give you *all* the taste—yet no calories—on sugar-restricted diet menus! It's the new, convenient sugar-substitute in a *shaker*... so easy to sprinkle on fruits, berries, cereals and all foods where saccharin *tablets* cannot be used. Leaves no bitter after-taste!

REXALL MOUTHWASH with CHLOROPHYLL

Pint 79¢



A mint-flavored breath-sweetener that *cleans* and *deodorizes!* Its foaming action floats away food particles. Use mornings and after meals to help keep mouth fresh and clean. Refreshing as a gargle, too. A surface-active ingredient gives it better coverage, deeper penetration.

NEW HEALTH AIDS

Rexall Mineralized B-Complex, combines B Vitamin factors, minerals and Vitamin C, 100's.....**$5.95**
Aerosol Fungi-Rex, greaseless, stainless *spray-on* relief for Athlete's Foot; easy, quick, clean. 4 oz. ..**$1.59**
Rexall Celurex Laxative, safe, natural, lubricating bulk plus gentle laxative action, 65's.....**89¢**
Aerosol Rex-Salvine for burns, gives antiseptic *spray-on* relief, 5 oz., **$1.39**
Rexall Multi-Vitamin Formula V-10, pleasant tasting liquid supplying essential vitamins, including Iron and Red Vitamin B_{12}. Pint....**$1.98**
Rexall 5X Multi-Vitamins, therapeutic formula, *5 times stronger* than established daily requirement of all Vitamins with known minimums, plus B_{12}. 60's.....**$6.95**

COUGH & COLD REMEDIES

Rexall Lozothricin, aspirin-antibiotic lozenges; soothe and relieve coughs due to colds; cherry menthol-flavored, pleasant to take. 12's....**69¢**
Rexall Nasothricin, double-action nose drops; open up stuffy nose, inhibit many bacteria; ½ oz., with dropper, **69¢**
Rexall Anapac, antihistamine and APC Compound for all-round relief of cold symptoms, 15 tablets.....**49¢**
Rexall Aspirin, 5-grain, 100's.....**54¢**
Rexall Aspirin for Children, 100 1-grain orange-flavored tablets....**35¢**
Monacet APC Compound, 100's..**79¢**
Rexall Nose Drops, aqueous, 1 oz., **49¢**
Rexall Mi-31, amber-color mouthwash, gargle, antiseptic. Pint.....**79¢**
Defender Nose & Throat Atomizer, curved spray nozzle...**89¢**

EVERYDAY NEEDS

Rexall Quik-Swabs, 100 cotton-tipped applicators.....**29¢**
Filler Paper, 2-hole, wide ruled....**10¢**
Cara Nome Natural Curl Permanent, 2 complete kits—for normal or hard-to-curl hair; gentle acting.....**$1.50**
Stag Brushless Shave Cream.....50¢
Stag After-Shave Lotion, 3 oz. ...**40¢**
Kantleek DeLuxe Hot Water Bottle, one-piece, solid neck, over 2 qts., **$3.25**
Kantleek DeLuxe Fountain Syringe, 5-year guarantee.....**$4.00**
Kantleek DeLuxe Combination Syringe, hot water bottle, fountain syringe; guaranteed...**$4.50**
Cotton 'N' Swabs, 54 cotton swabs in revolving dispenser; plus pull-out section for bulk cotton.....**89¢**

MEDICINE CHEST NEEDS

Klenzo Antiseptic, ruby-red, cinnamon-flavor mouthwash, gargle. Pint....**79¢**
Rexall Cod Liver Oil, pint.....**$1.49**
Rexall Milk of Magnesia, pint....**39¢**
Rexall Rubbing Alcohol, pint....**69¢**
Rexall Petrofol Mineral Oil, pint, **59¢**
Rexall Zinc Oxide Ointment, 1oz., **23¢**

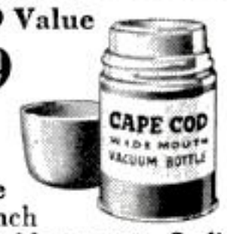
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Now your child can have hot food at lunch—soups, vegetables, meats. Ordinary spoon goes right down to the bottom of this bottle. Sturdy, compact... keeps food or liquids hot or cold for hours. Plastic cup. Sweet rubber stopper.

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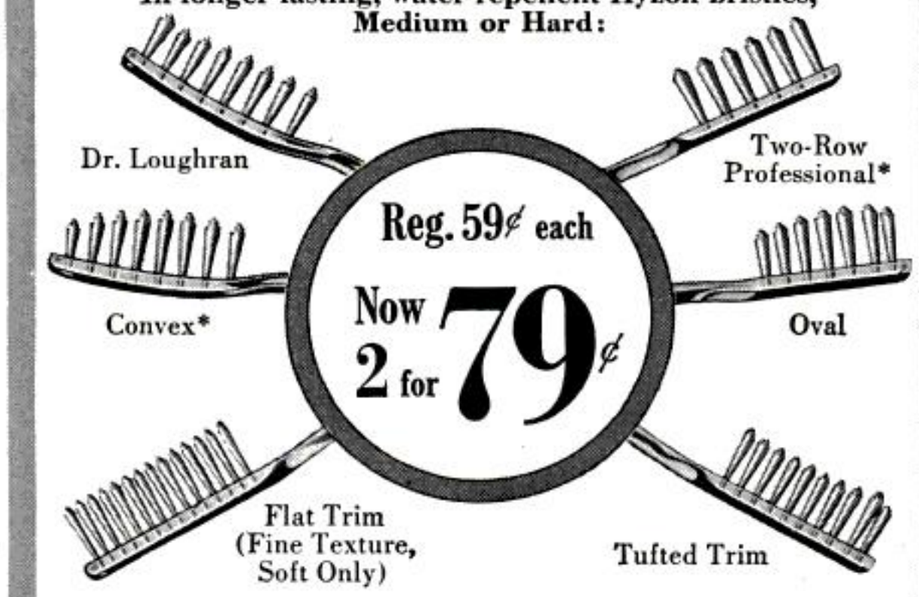
Press button to write... press clip to retract. Non-Smear Ink. Won't transfer. Smooth-writing point. In Blue, Black, or Maroon with gold trim.

Pencils, No. 2 leads, package of 12, 40¢ value.....**23¢**
Lunch Kit, with Cape Cod ½-pint Vacuum Bottle, reinforced corners, name slot, $2.49 value..... **$2.09**

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For the One Woman in Ten with Sensitive Skin



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CORPSE IS WELL HIDDEN

After eight days of watching and waiting the Madman throttles the old man and hides the corpse beneath the planks of the floor. Soon the police turn up, saying the neighbors heard a shriek in the night. But the Madman calmly states that the shriek was his own in a dream, and that the old man was absent in the city. While he waits in a delirium of self confidence, the police search, find nothing. The Madman then feels so safe that to his excited vision (*above*) the walls of the house have melted away.

CONTINUED ON PAGE 104

Tampax was invented by a doctor 20 years ago!

Now millions of women find the "new way" is the tried-and-true way

The woman who uses Tampax monthly sanitary protection doesn't think of it as "revolutionary" or "different." It's an accepted part of her life.

If you asked her what she liked about it, she'd probably give you an enthusiastic "everything." Know why? Because the big advantage of internally-worn Tampax lies in the things it *doesn't* do; things you may have been enduring for years, not realizing welcome relief was as close as your neighborhood drug or notion counter.

NO BELTS NO PINS NO PADS NO ODOR

Tampax *doesn't* cause any chafing whatsoever. In fact, once it's in the right internal position, you can't even feel it. It's so easy to insert and dispose of that changing takes a matter of seconds. Your hands need never touch the Tampax.

Tampax *doesn't* reveal itself by ridges or bulges. There are no pins or belts or bulky pads. It's so small a month's supply can be carried in your purse.

Tampax *doesn't* reveal itself by telltale odor. And to meet different needs, it comes in 3 absorbency-sizes: Regular, Super, Junior. Try it! Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



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Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

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NEURITIS
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get
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Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



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Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

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MEN'S WEAR OF "ORLON"



Mike Griggs' suit of ORLON still "takes care of itself"

Last September, Mike Griggs, of Greenwich, Conn., got a new kind of suit—a smart, soft flannel made of Du Pont "Orlon". Since then, it's been a hard-working part of his wardrobe. Once, he even wore it 14 days straight, just to see how well it could hold its press and shape. (Life, Feb. 9 adv.)

This September, he's still pleased with the way the suit "takes care of itself". Even though it's a flannel, it holds its shape because it's made of "Orlon". It doesn't wrinkle easily, and most wrinkles that do show up hang out on a hanger overnight. It still takes less time out for upkeep than his other suits. And while it's light in weight, it is warm and comfortable in the coolest weather.

Mike Griggs' experience is typical. Men who bought suits made of "Orlon" acrylic fiber last fall are looking for more. And this year, they're finding an even wider selection of fabrics, patterns and styles . . . with all the many advantages that "Orlon" gives to suits. For the widest choice of these suits, as well as slacks, sport coats and other clothes of "Orlon", it will pay you to shop early.

FATHER OF AN ACTIVE FAMILY, MIKE GRIGGS IS HARD ON CLOTHES. BUT SUIT OF "ORLON" HOLDS ITS SHAPE.

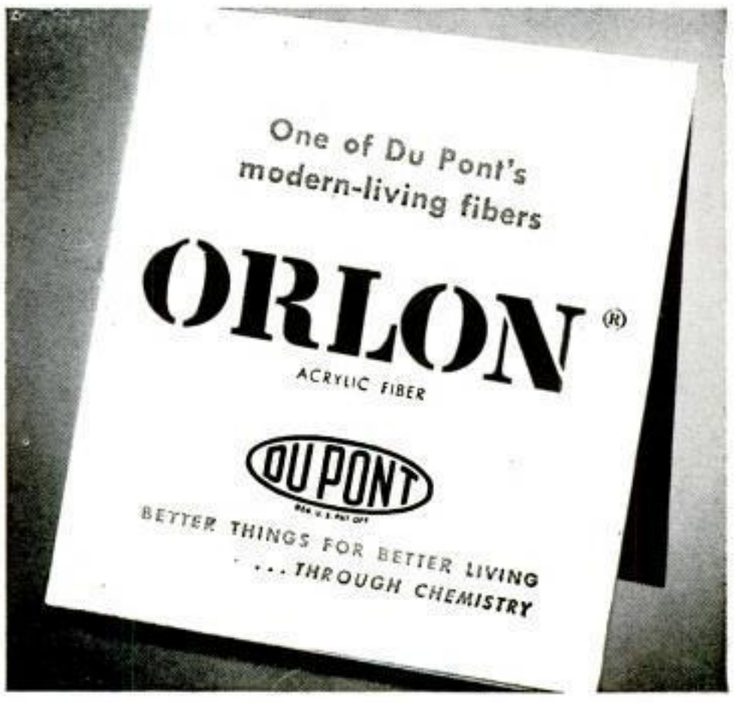
"Orlon" is Du Pont's trade-mark for its acrylic fiber



The suit of "Orlon" has ridden Mike's commuter train over 100 times and still holds its shape well.



Caught in a shower, the suit of "Orlon" kept its crease and shed most wrinkles when hung up to dry.



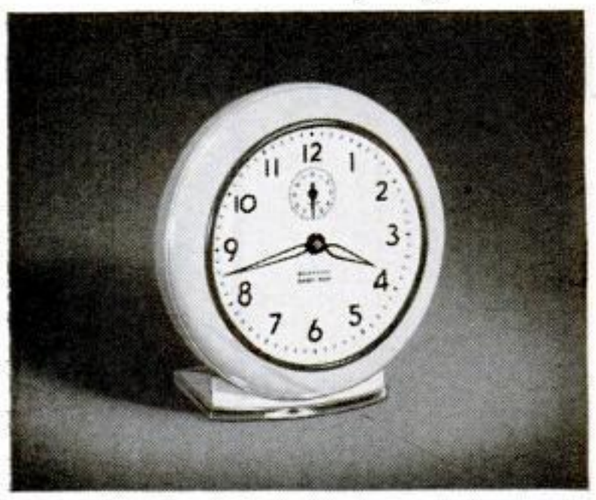
You'll find leading stores offering clothing made with "Orlon". Du Pont produces fibers only—not fabrics or garments. The skill of mills and manufacturers in using fibers properly is your assurance of quality and value.

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Westclox
makes them as you like them

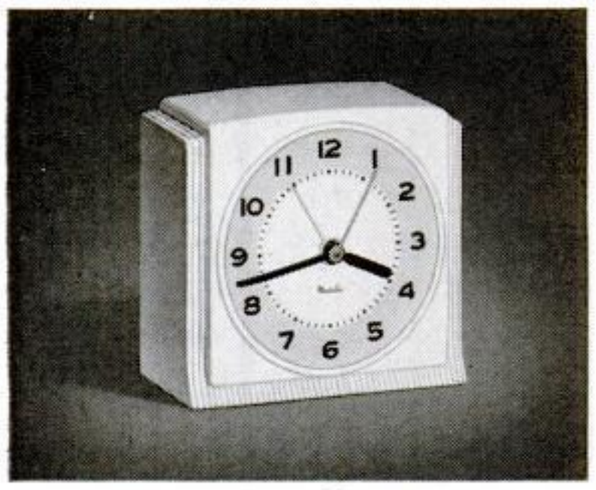


Some like them spring-driven





Some like them electric





Most like them both

• These two dandy little alarm clocks typify the story of Westclox. Baby Ben Spring-Driven Alarm (top) has a quiet tick and a steady call, adjustable to loud or soft. He costs $5.95. With luminous dial, $6.95. Bantam Electric Alarm is only 3½" high, with pleasant-toned bell alarm. He costs $3.95. With luminous dial, $4.95. Both are the same size, do the same things. How to make a choice? Well, you can just plug in Bantam and forget him. He's accurate, free from care. On the other hand, Baby Ben has his own built-in power plant, which you control. You can carry him around the house or on a trip. You can take your choice of either clock or both . . . and it will be a happy choice. Of course, most families have a need for *both* electric and spring-driven clocks. Which is why Westclox makes 'em as you like them!

Prices do not include tax and are subject to change

WESTCLOX

Made by the makers of Big Ben
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FOUL MURDER WILL OUT

The Madman, who is never seen in the movie, feels so triumphant after the police have failed to find the old man's corpse, that he impetuously invites them for tea. When a cup is inadvertently broken, the spilled tea dripping on the floor (*below*) creates a monotonous rhythm which blends in the Madman's fevered mind with the beating of the dead man's heart. The beating grows louder and louder till it drives the killer wild and he hysterically leads the astonished police to the horror that is hidden under his floor.





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When it's got to be really white—use Rinso with SOLIUM

New babies should be (1) absolutely safe and (2) absolutely beautiful. Now, you know that Rinso is guaranteed to leave diapers and all of your baby's clothes soft and non-irritating. As to looks, nothing sets off a baby's charms like Rinso-white clothes. Fragile dresses, tiny nighties, little playsuits—Rinso washes them all whiter than new. Here's why.

Whiter Than New

Rinso contains a wondrous ingredient called SOLIUM. What SOLIUM does is to make white clothes reflect more light. That's what makes the white clothes you wash in Rinso look whiter than when they were brand new! Sheets, shirts, diapers—SOLIUM works its whitening magic on them all!

And isn't it a blessing when you realize that you can safely wash almost anything in Rinso. Not only your cottons and linens, as you'd expect, but the new synthetic fabrics, too. Your woolens, of course, are safe in Rinso. When you wash blankets and sweaters in rich Rinso soap suds, the wool stays soft as new.

You Pay About 20% Less

Finally, and you know best how important this is, Rinso costs you less—you usually pay about 20 percent less for Rinso soap than for most of the other washday products. Why? Because it now costs us less to make Rinso—and we pass this saving on to you.

Well, there we are. That's the story on today's Rinso. And remember that Rinso is guaranteed to get your white wash whiter than new, or your money back—guaranteed by Lever Brothers Co., New York 22, N.Y.



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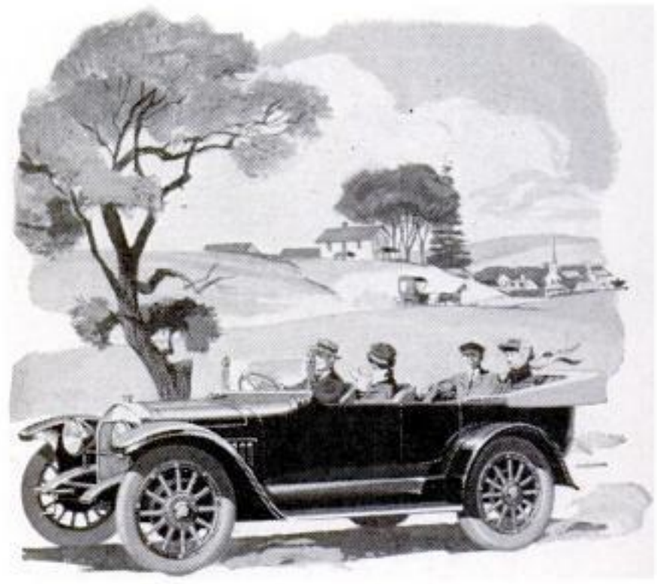


On Every *Cadillac* Since 1914

For thirty-nine years, Cadillac, "the Standard of the World," has standardized on AC Spark Plugs. Stressing *quality* in design, engineering and construction, it is natural that Cadillac should choose the *quality* spark plug—ACs with patented *CORALOX* Insulator.

CORALOX—AC's greatest contribution to spark plug efficiency—stays clean longer, assuring *smoother performance, greater gasoline economy* and *longer plug life.*

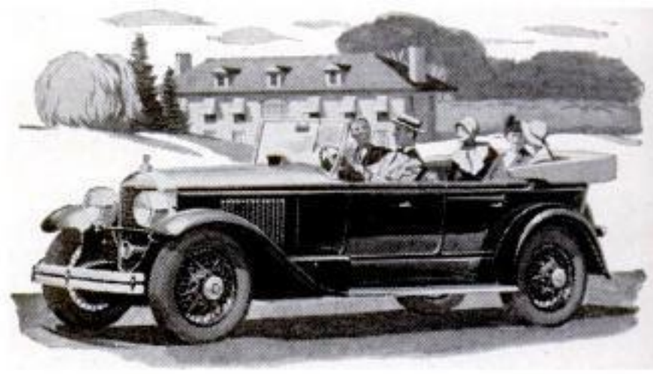
You can enjoy the same spark plug performance in *your* car that Cadillac owners do—because ACs with patented *CORALOX* Insulator are now available for all makes of cars, regardless of year.



The first American car with a V-8 engine, this 1914 Cadillac "Salon for four" was AC equipped.



An AC equipped 175 hp V-16 engine powered this fast and sleek 1930 Cadillac Sports Roadster.

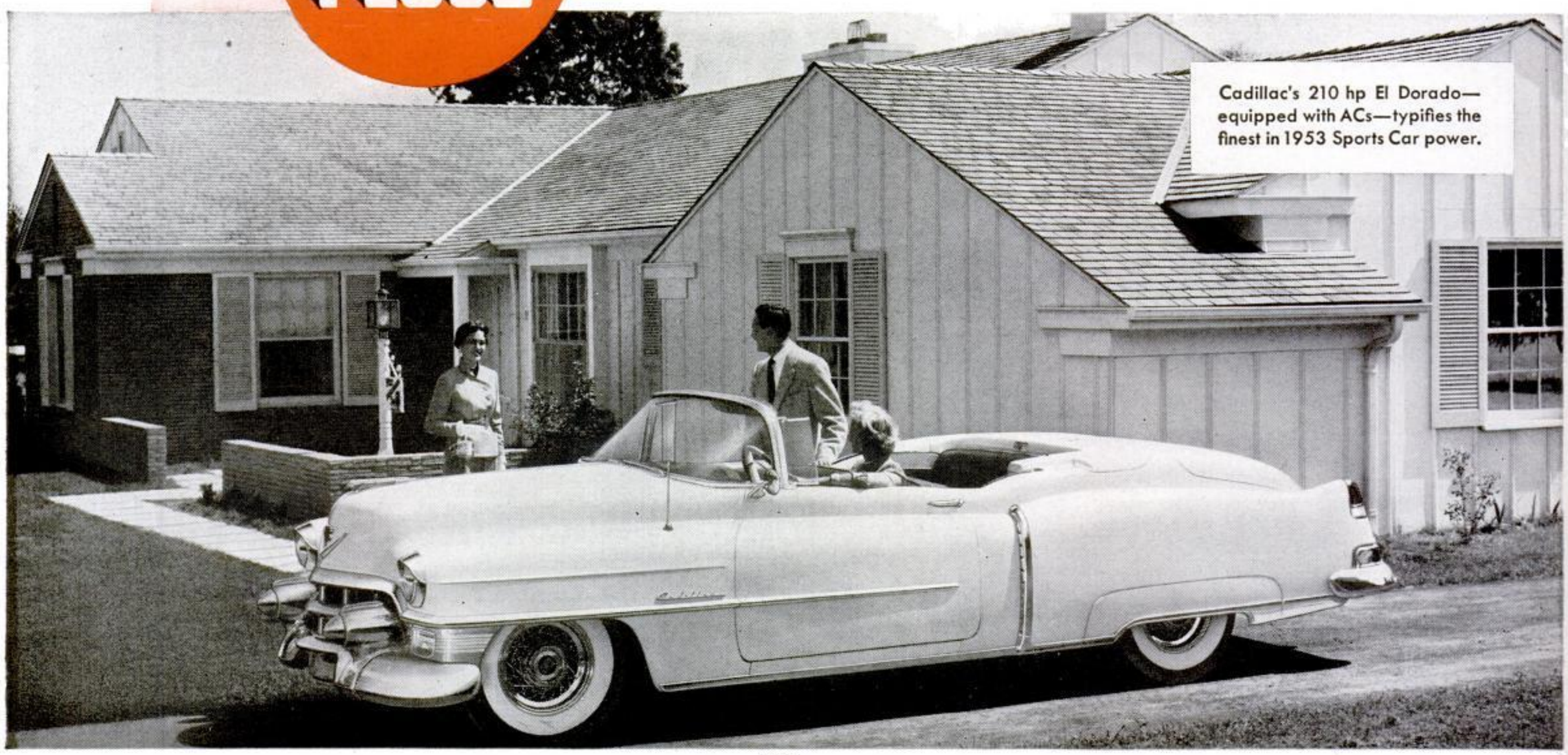


In 1925 this Cadillac 7 passenger Custom Touring had an 87 hp V-8 with AC Spark Plugs.

AC SPARK PLUGS

PATENTED *CORALOX* INSULATOR

Original Equipment on Nearly as Many New Cars as All Other Makes Combined



Cadillac's 210 hp El Dorado—equipped with ACs—typifies the finest in 1953 Sports Car power.

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CLOSE-UP



AT HOME in his Park Avenue apartment, Bill Talbert stands between two prized trophies, holding a racket in one hand and in the other the insulin kit he has carried a half million miles to tournaments in the U.S. and abroad. He and Gardnar Mulloy got permanent possession of the National Doubles cup (*left*) by winning it three times.

THE MAN WHO BEAT DIABETES

Tennis Star Bill Talbert is an inspiration to a million Americans who share his mysterious ailment

by DAVID HULBURD

IN the spring of 1928 a Cincinnati family named Talbert began to notice some alarming peculiarities in the health and behavior of their 9½-year-old-son, Bill. Although he had a tremendous appetite, he was rapidly losing weight. He drank quarts of water every day, but he was always thirsty. He tired easily, and he found it necessary to pay many visits to the bathroom, both during the day and during the night. When it became apparent that this was a pattern, and not merely a childish upset, the Talberts took Bill to their family doctor, and then to Children's Hospital. There he was given a thorough going-over, and a few days later the Talberts were told the bad news: young Bill had diabetes.

Like most parents, the Talberts knew something about diabetes, but not much. The doctor tried to explain. He told them that everyone's system needs a chemical called insulin to help burn up carbohydrates —sugar, that is—in the body. Insulin is manufactured by an organ of the body called the pancreas. When, for reasons that are still undiscovered, the pancreas doesn't make enough insulin to do the job, sugar builds up to abnormal levels in the blood and spills over into the urine. Then the patient may grow weaker and weaker and, if he isn't given proper treatment, he may even go into a coma and die.

The Talberts listened intently. How, they asked, do you cure diabetes?

CONTINUED ON NEXT PAGE 107

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They're falling for Us



"WE SEEM TO GAIN MORE FRIENDS EVERYDAY, WHITEY!"



"WE SURE DO, BLACKIE. THAT'S BECAUSE PEOPLE KNOW THAT THE QUALITY AND CHARACTER OF BLACK & WHITE SCOTCH WHISKY NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

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The doctor looked them in the eye. You *don't* cure it, he said —nobody has yet found a cure for diabetes; your child will always have it, I'm afraid.

Then what do we do? What is this "proper treatment" you spoke of?

Bill must go on a diet—a very strict diet, at least at first, the doctor said. And he must take insulin to make up for the insulin he doesn't already have.

How does he take it? Does he swallow it, like a pill?

No, the doctor said; insulin must be injected into the body—into an arm or a leg—with a hypodermic needle.

With a *needle*? How often? Once a week or so?

No, the doctor said. He must take injections with a needle every day—every day, I'm sorry to say, for the rest of his life.

After such a session, many parents go home bewildered, confused and frightened. Some of them, looking on their child as an invalid, start coddling him, protecting him, watching every move he makes. Others try to hide the fact that their child *is* a diabetic, as though he were marked with some awful shame they must conceal from the world. But the Talberts were sensible people, and they were given some sound advice by the smart young pediatrician who took care of Bill at Children's Hospital. They went home determined that they would do their best to let Bill live the kind of happy, normal life other children live.

This week at Forest Hills William Franklin Talbert again is demonstrating, as he has annually for 16 years, how well his parents' determination has paid off. At a ripe old athlete's age of 35, Talbert is competing for the 17th time in the National Tennis championships where —as one of the finest stylists in the game—he is always a top box-office attraction. This past summer Talbert teamed with 20-year-old Hamilton Richardson, also a diabetic, to defeat the great Australian team of Hoad and Rosewall. A fortnight ago Talbert and his old partner, Gardnar Mulloy, were runners-up for the national doubles championship at Brookline, Mass. And yet Bill Talbert still has diabetes. He still must take insulin every morning, as he has done every day since 1928 when he learned he had the ailment.



AGED 19, Talbert came east in 1938 to win New Jersey tourney.

There are something over one million people in the U.S. who are being treated for diabetes. Like Talbert, many of them wouldn't be alive had not insulin been discovered 32 years ago. Because of insulin, and because of all else the doctors have learned about this mysterious ailment, it no longer needs to be dreaded. Even so, through ignorance, bad advice and fear, despair still afflicts parents of diabetics and some diabetics themselves.

As the world's most widely known diabetic, Bill Talbert has thoroughly disproved the notion that sufferers from the ailment must be treated as invalids and cannot lead happy, normal lives. In the 21 years since he started to play tennis Talbert has won 26 national titles, played on seven Davis Cup teams, and is still ranked sixth among U.S. amateurs. In 1948 he married a pretty girl named Nancy Pike, daughter of a well-to-do merchant, and they are parents of two husky little boys. He has a good job with the Security Banknote Company, and an interest in several other concerns. He has traveled over the globe and, by his own account, has had all the fun and done all the things he has wanted to do.

What has made Bill Talbert notable as a diabetic—as well as a sportsman and athlete—is the fact that he has never chosen to conceal or minimize his ailment. When, a few years after he became famous as a tennis player, sportswriters discovered he was a diabetic and made good copy out of him, he was neither embarrassed nor annoyed. For the past few years he has been one of the few lay directors—and a most active one—of the New York Diabetes Association, an organization set up by physicians to promote the welfare of those who have the disease. His story has been of singular inspiration to other diabetics, many of whom now look up to him as a kind of patron saint.

Bill Talbert's father owned a livestock company in Cincinnati. His main interest was sports, and he wanted his only child to grow up to be a fine athlete. And so it was a terrible blow to the senior Talbert—and to his wife—when they were told Bill had diabetes.

CONTINUED ON PAGE 110

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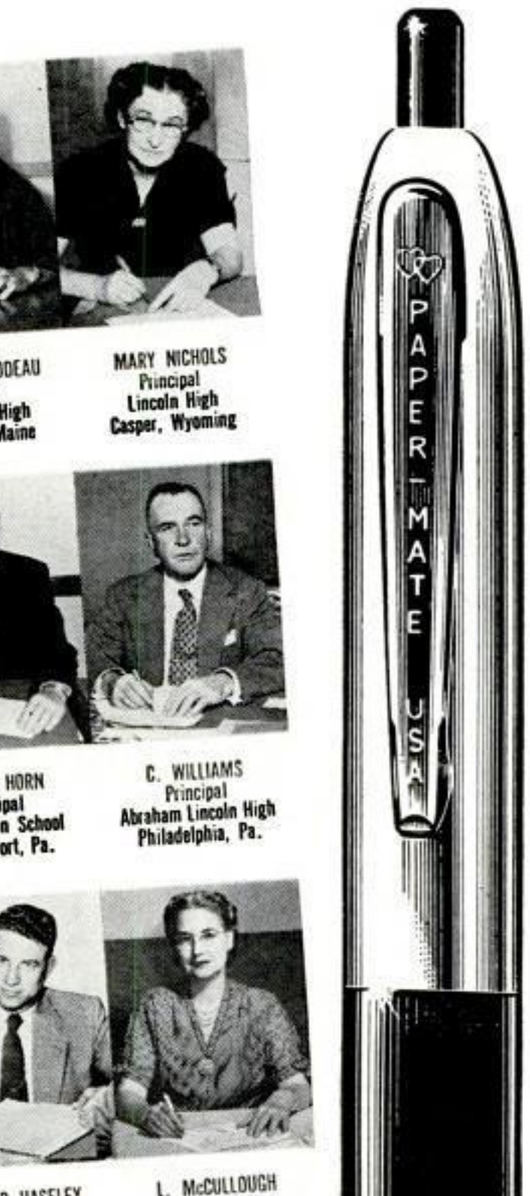
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Chris. Columbus High
Boston, Mass.

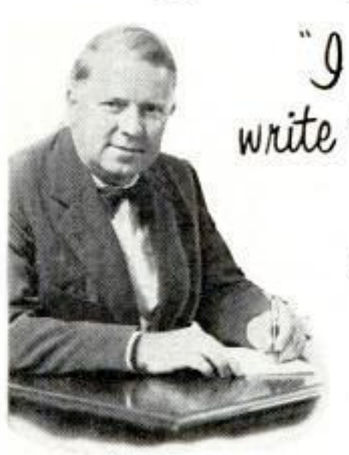
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See the "New in Shoes" for Fall at his store now!

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THE HAPPY TALBERTS were married in 1948, have two sons. This picture was made at a tournament in Paris.

TALBERT CONTINUED

The day before Bill was to leave the hospital, the pediatrician noticed that his young patient had become morose and glum—quite unlike his usual cheerful self.

"What's the matter, Bill?" his doctor asked. "Don't you want to go home?"

"No," said Bill, "I don't. What's the use? I can't do anything. Somebody said I won't ever be able to play games any more."

"That isn't necessarily true, Bill," the doctor said. "After you've become adjusted to your diet and to the insulin, we'll have another look at you, and then if all is well you'll be able to play games." The doctor pointed to two tennis rackets in the corner. "You might even take up tennis."

At home, Bill found the going pretty tough at first. He still had to eat on a rigid schedule and all of his food had to be weighed. "I hated to go out at first," he remembers, "because I had to carry those damned scales with me."

By the time he was 14, Bill's strength and weight had been built up to about what they had been before he got diabetes, and he was full of energy. That summer—the summer of 1932—Bill's father bought him a tennis racket and took him over to Cincinnati's public courts. Bill proved to be fast on his feet, he had a good eye—"that came from playing baseball as a kid before I got diabetes"—and he had tenacity, timing, grace and coordination. He also learned, very soon, to conserve his energy on the court, a lesson he has never forgotten: use short strokes and a short clean serve, waste no motion, make no unnecessary sweeping movements.

Recalling his introduction to the game, Talbert says: "Tennis is a fine game for a diabetic to take up, if he's going to take up any sport. If he started on baseball, say, that would mean rounding up a lot of other fellows every time he wanted to play. Tennis only needs one person. And one other person is good to have around when a diabetic is exercising—just in case something should go wrong." What could go wrong, as every diabetic knows only too well, is that too much activity might burn up too much sugar, and the insulin he was taking would have almost nothing to work on. Then he would have a "reaction"—he would become shaky and confused and perhaps lose consciousness.

That summer Bill went to the quarter finals in the Boys' Nationals at Culver, Ind., and at the end of his first season of play ranked 10th among boys in the country. He continued to play, and improve, and win local tournaments, on through high school and at the University of Cincinnati. He made his first trip to Forest Hills when he was 19, and by 1941 was rated 16th in the national ranking. Bill was in the big time.

When a tennis player becomes good enough for the big time, his life suddenly undergoes a remarkable expansion. The player need not be wealthy—most of them are not—but social graces, charm, personality and a pleasant disposition are assets that open the doors of many rich people who like to have attractive young athletes, and especially attractive young tennis players, around them. Bill Talbert's tennis life has followed this pattern without much deviation. He is handsomely endowed with the social graces, with the charm, the personality and the pleasant disposition. He is polite, gregarious, witty and very good company. He has no false modesty, but he is without conceit. He is a good loser in a sport that has produced some notoriously poor ones.

CONTINUED ON PAGE 113

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Only then will you understand exactly why *most* jewelers wear fine Swiss watches themselves.

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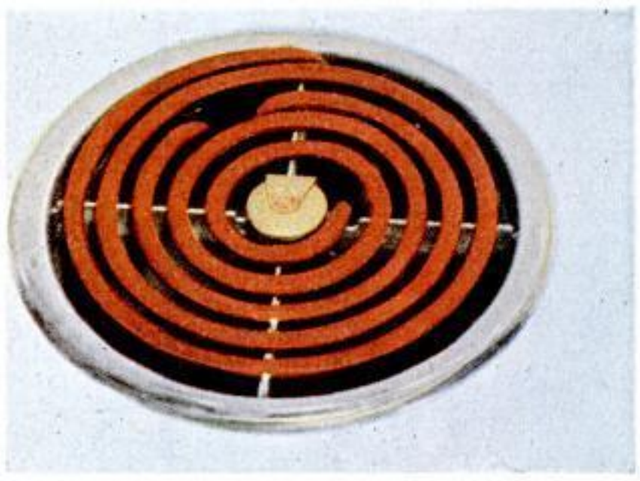
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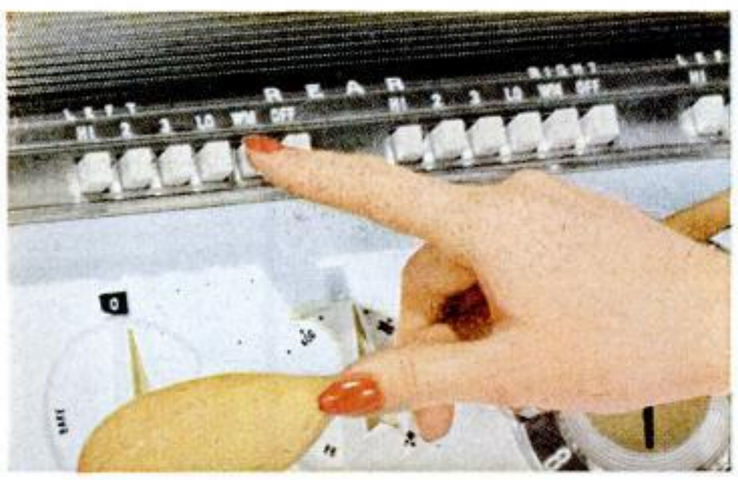


New! Extra-Hi-Speed starts. Right rear unit is the New G-E Extra-Hi-Speed Calrod unit. Five exact heats for every surface unit—including warm so mild it melts paper-wrapped chocolate directly on coil.

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When war broke out in 1941 Talbert moved east from Cincinnati —he could not, of course, get into the services—and in Wilmington was given a public relations job by his good friend William du Pont, a tennis bug who very much wanted Talbert to make the next Davis Cup team, when and if play should be resumed after the war. In 1942, paired with Gardnar Mulloy, he won his first national title, the grass court doubles, at Forest Hills; and in 1946, when Davis Cup play got under way again, he made the team and flew with it to Australia for the challenge round, where the Americans trounced the Aussies five matches to none.

Although he has never won the men's singles at Forest Hills, he has twice been runner-up and he has won a great variety of other titles. During the play at South Orange this summer, his partner, Tony Trabert, unofficially rated No. 2 in the U.S., declared, "I think Bill Talbert is the finest right-court player in the world."

During his rise to these pleasant heights, Talbert managed to free himself of much of the drudgery that so restricts the life of other diabetics. He gave up the food-weighing scales in favor of learning how to approximate weights and proportions by looking at the food ("after all, I've had a quarter century experience with this sort of thing"), and thus maintaining his diet in balance—so much carbohydrate, so much protein, so much fat in each meal. He learned what to do when his regular three-times-a-day eating schedule is upset by parties, late dinners, late nights or being on the road—his favorite remedy being a sandwich and a glass of milk about 6 o'clock (or something the equivalent in protein), and some crackers and another glass of milk before going to bed. But even with this lenient schedule, when he is traveling he never forgets to take with him a metal kit containing insulin, a hypodermic syringe and needle, and a bottle of alcohol to sterilize the needle.

Only twice has Talbert suffered the two terrible extremes every diabetic is subject to—diabetic coma, and insulin reaction (colloquially known as shock). Once, when he was in New Orleans on a combination tennis-playing and fun-having spree, he failed to take sufficient insulin regularly, went far off his diet and, after a few days of minor symptoms, started into coma. He had terrible thirst, chills, fever and frightful nightmares. "I didn't care whether I lived or died," he later said. Fortunately a friend who knew he was a diabetic dropped by, found him almost unconscious and rushed him to a hospital. A few days later Talbert continued play at Tampa.

Shock in the night

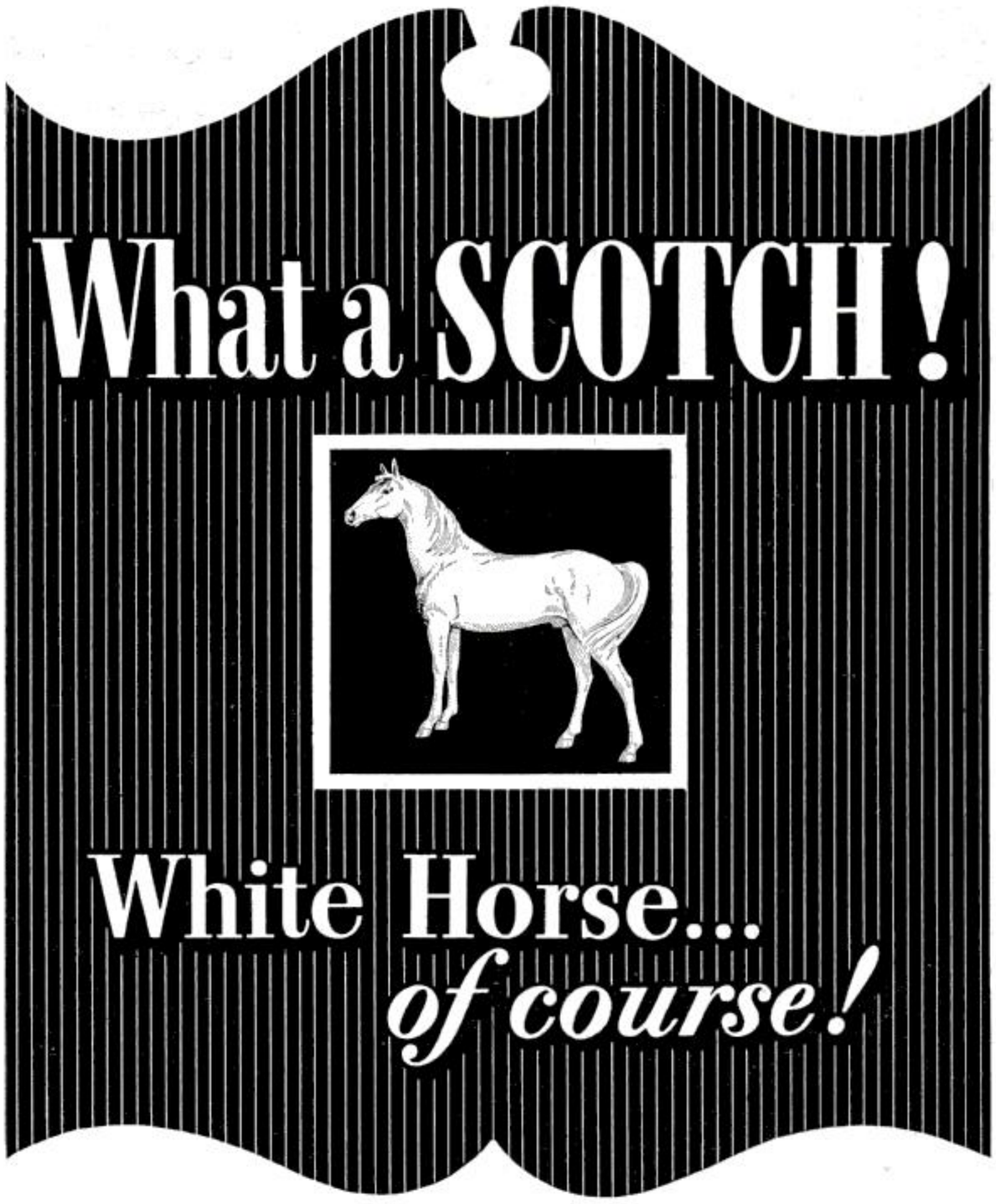
ANOTHER time, while he was living at the St. Regis in New York, he went into shock, a condition that usually gives its own warning when the diabetic starts to have an indescribably queasy feeling in the mouth, sweats profusely, feels dizzy and cannot articulate clearly. But Talbert was unable to spot the symptoms—he was already unconscious. After a heavy day's work and some strenuous late afternoon tennis, he had had a few drinks, eaten dinner and then gone on for a long evening's entertainment. When he got back to his hotel he forgot his milk-and-crackers snack and went to sleep. He was still asleep when the reaction set in, thus preventing him from taking what all diabetics keep handy—a bar of candy or some other concentrated form of sugar, which is the antidote to shock. He came to, 40 hours later, in a hospital.

Talbert has never suffered a serious reaction on court, although he has come close to it several times. Once, during a match at Southampton against Pancho Gonzales (who was then national champion), Gonzales had him two sets to one and four-love in the fourth. Talbert was losing all control; his shots were flying wildly out of court or into the net. He was dog-tired. Gardnar Mulloy, watching the match, sensed what was happening and brought him a glass of water strongly fortified with sugar. Talbert gulped down the sweet mixture and went on to win 10 of the next 11 games and the match.

The life-preserving habits of diabetics sometimes are misunderstood by the police. Once in Milwaukee Talbert was arrested while he was taking his daily shot of insulin in a men's toilet. An inquisitive policeman, peering over the door, mistook him for a dope addict taking a jolt of heroin. At the station house he wasn't released until he displayed his diabetic's identification card—"If unconscious give sugar or orange juice"—(which might have been forged), and his bottle of insulin (which might have been milk and water), and a clipping from TIME magazine which not only described his case but bore a good likeness of him.

Soon after sportswriters began giving his ailment publicity, Talbert became the object of great attention by fellow diabetics who sought him out for advice, guidance, solace or simply as someone with whom they could swap confidences. All sorts of people took

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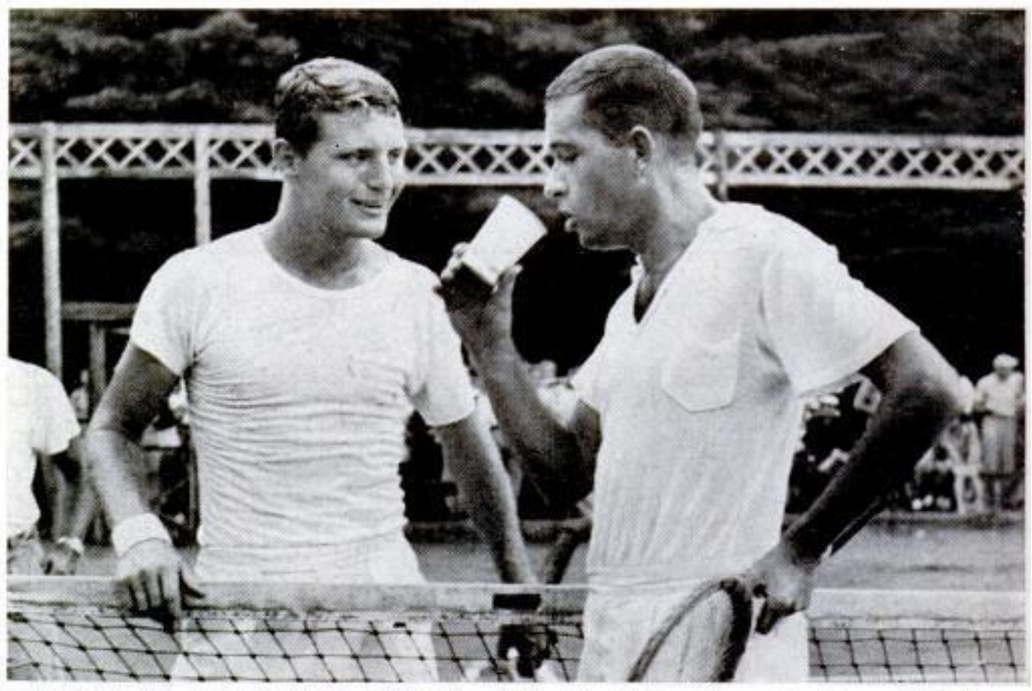
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DIABETIC DOUBLES TEAM, "Ham" Richardson (*left*) and Talbert, played exhibition for children at Camp Schrooncrest before Newport tourney.

TALBERT CONTINUED

to writing him, including an occasional crackpot, a few neurotic mothers ("neurotic mothers of diabetics are more of a problem than the diabetics themselves"), a fellow in Nkawkaw on the African Gold Coast, who asked Talbert to send him "a ring and some American pills," and a young lady in New England who wanted to start a pen-pal friendship. Most of the letter writers are, however, sincere and deserve the kind of answers Talbert sends them.

A notable example is young Hamilton Richardson, the Louisiana tennis player with whom Talbert teamed at Newport this summer. He first met Richardson about four years ago, some six months after the boy—then one of the nation's top junior players—was stricken. Talbert felt a natural interest because of the ailment they shared, and he encouraged Richardson to exploit his tennis skills. Their friendship prospered, and in 1951 Richardson naturally turned to Talbert for advice when a chance came to go to Wimbledon. "When you have been over there," Richardson wrote, "have you had trouble getting an adequate diet? Any suggestions you have in this regard would be highly appreciated and I should like to have any comments you might make as to the availability of insulin, medical service, etc." Talbert immediately wrote him full details of the situation in England (it is good). Today a number of tennis experts share Talbert's confidence that Richardson will become a champion.

A woman in Philadelphia, whose husband had just come down with diabetes, wrote to ask "how you carry your insulin, as it is supposed to be kept on ice at all times." "We like to travel," she went on rather forlornly, "but we can't do it on account of no way of taking insulin with us." As one who has traveled more than a half million miles with insulin—and given himself over 12,000 shots of it on trains, planes, buses and in more men's rooms than he likes to think about—Talbert was able to assure her that insulin did *not* have to be kept on ice for the average vacation trip, if it was fresh when bought; room temperature would do. (The "keep on ice" warning is aimed primarily at retail drug stores, so that it will be fresh when sold.)

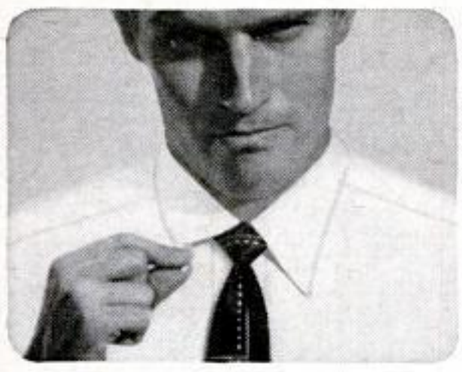
Talbert is careful in his correspondence to give no outright advice, knowing that some doctors disapprove of the liberal diet, full exercise and comfortable life regimen (a regimen, though, that Talbert's New York doctor heartily recommends). He follows a rule of only telling something of his own case, and then giving his own diet and his own formula—insulin 15 minutes before breakfast every morning (he now takes a mixture of protomine zinc and regular insulin which is effective in his case for 24 hours and eliminates the necessity of taking more than one injection a day), a "large breakfast" of orange juice, lean ham and eggs, toast and milk; a lunch—about an hour and a half before playing—of lean meat, a plain green vegetable, potatoes (not fried), fresh fruit and milk.

Of all the letters he has received the most satisfying to answer are those concerning youngsters who, hard hit by the news of their new ailment, are crying for a boost in morale. In 1950 a woman in Brooklyn wrote to say that her son Gary, not yet 15, had just come down with diabetes and, as he was "an all-round athlete," he was "terribly down in the mouth. . . . He is so unhappy I thought you might find the time to write him a note of encouragement. . . ." Talbert did write Gary, told his own story, and enclosed an autographed picture for good measure. Now 18 and in fine health, Gary

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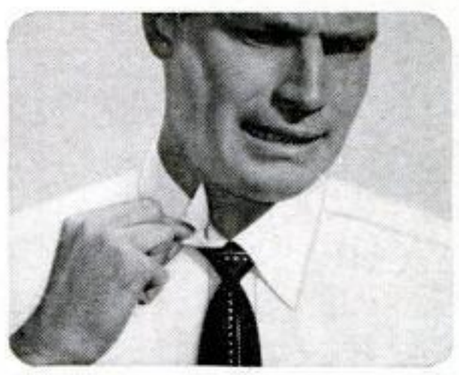
"This feature rates 4 stars," says Charlton Heston



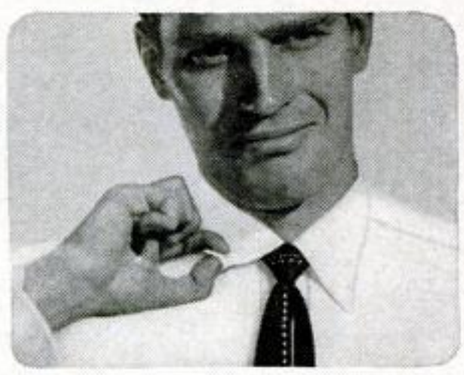
You can twist it...



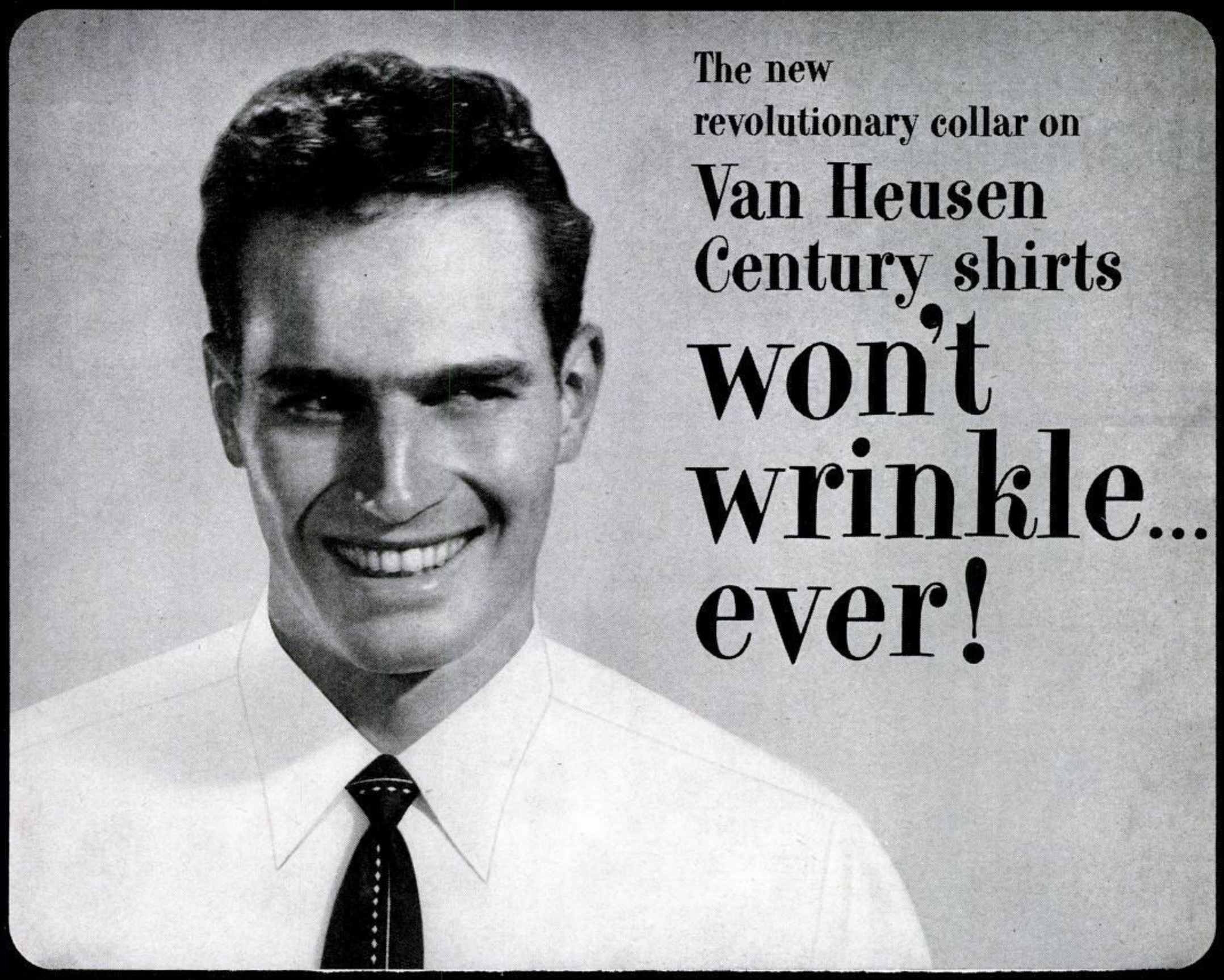
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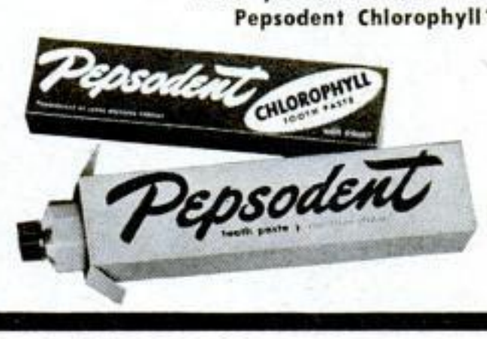
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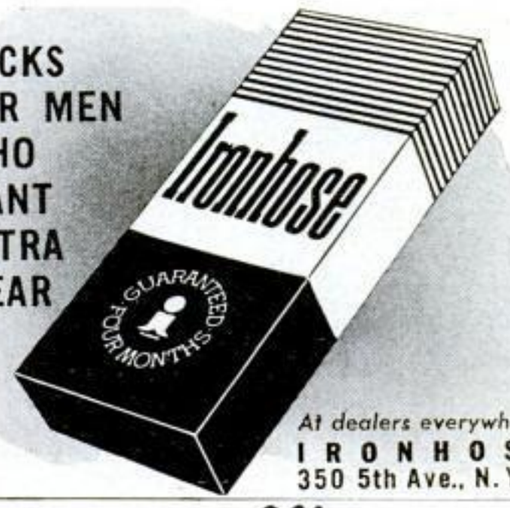


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played baseball and basketball in high school, was a counselor at a boys' camp this past summer, and this fall goes to Ann Arbor as a pre-med student. "Bill's letter," Gary's father says, "was a tremendous lift."

Last year Talbert established some sort of a record when he was asked to help promote Diabetes Week, sponsored nationally by the American Diabetes Association to try to persuade people to take examinations to uncover hidden cases. Talbert started off in New York with 13 radio and TV shows in three days. On the third day—Friday—after talking about diabetes on the *Lunch at Sardi's* program, he played an afternoon exhibition match at Rip's in Manhattan, then flew on to Boston for a dinner at the Harvard Club, a speech before the New England Diabetes Fair and another exhibition match that night. On Saturday he flew to Wheeling, W. Va. where he again went on radio and TV, again made a talk, again played tennis. Sunday it was his home town of Cincinnati, and there he repeated the whole performance, and repeated it again in Dayton Monday noon, Chicago Monday night, Milwaukee Tuesday, St. Louis Wednesday, Dallas Thursday, Memphis Friday, Seattle Saturday noon, San Francisco Saturday night, Los Angeles Sunday. Monday Talbert was back in his Security Banknote Company office in Wall Street, none the worse for wear.

This summer he paid his yearly visit to NYDA, a camp in the foothills of the Catskills supported by donations and operated by the New York Diabetes Association for diabetic children. Not all of the 80 kids, aged 12 to 15, who were spending their month at NYDA had heard of Bill Talbert before he arrived. But those who were spending their second or third summer there remembered him well, and they had spread the word about him long before—it was to be a great event in their camp life. They ate lunch with him. They got his autograph time and again. They watched him play tennis with a sturdy young diabetic counselor who had once been a NYDA camper, then with an avid tennis-player camper, and finally with a buxom diabetic girl-counselor. He made some good shots and some trick ones; he clowned a little and made them laugh and cheer.

Then he answered questions—"Where do you take your insulin, Bill?" (He pulled up his tennis shorts and showed them the marks on his right leg.) "How do you hold your tennis racket, Bill?" (He showed them his favorite grips.) "Do you ever have athletics feet?" (His answer was drowned in laughter.)

They were a gay and happy lot. And when Bill Talbert left they sang him a song, the camp song they had made up to the tune of *The Blacksmith's Blues*. It was called *Camp NYDA Sugar Blues*, and part of it ran:

Down in old Camp NYDA
Where campers all are brighta
They stick the needle in
All filled up with in-sul-in. . . .
First you get shocky.
Then you get rocky.
That's the way it goes
With the sugar blues.

On the way back to town Bill Talbert said, "That's a good bunch of kids; they're just like any other kids. And that's the way they ought to grow up—just the way other kids do."



THE TARGET ZONE for his thousands of insulin injections is shown by Talbert to young diabetics during annual visit to NYDA camp near New York.

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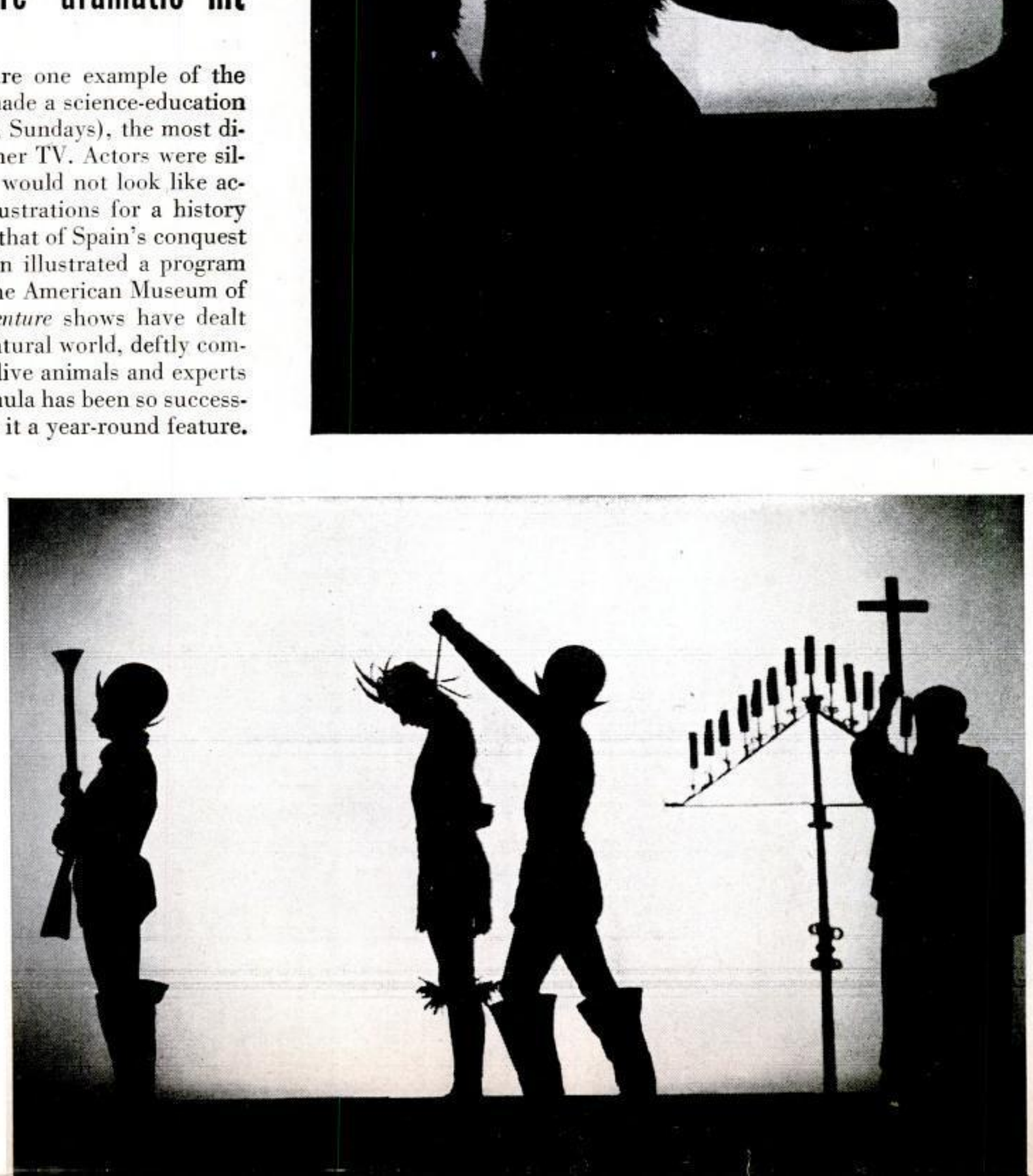
SHADOWS TELL THE TALE



INCAS' ATAHUALPA BOWS TO SPAIN'S PIZARRO

Science spiced by showmanship makes 'Adventure' dramatic hit

These shadow plays are one example of the ingenuity which has made a science-education show, *Adventure* (CBS, Sundays), the most diverting thing on summer TV. Actors were silhouetted so that they would not look like actors but like lively illustrations for a history book. The history was that of Spain's conquest of Peru, and it in turn illustrated a program on the Inca relics in the American Museum of Natural History. *Adventure* shows have dealt with wonders of the natural world, deftly combining rare films with live animals and experts in the studio. The formula has been so successful that CBS has made it a year-round feature.



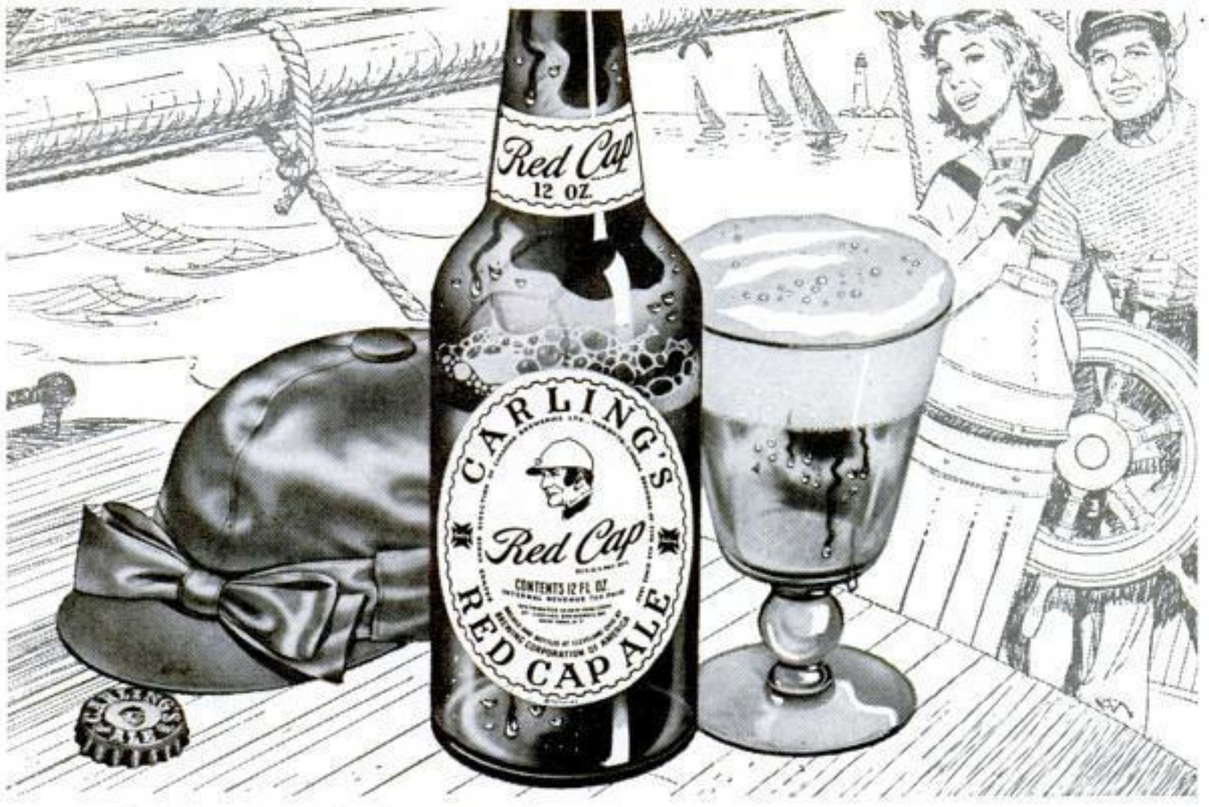
TRIBUTES of gold are brought to feathered Inca King Atahualpa by Indian subjects who, according to ancient custom, could never approach their ruler without bringing gifts.

TRIUMPH of the invaders is shown as figure of Atahualpa is garroted by a Spaniard's bowstring between a helmeted soldier carrying a musket and a priest teaching new faith.

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Better Than Beer?



A very different brew you'll want to try!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them *more* pleasure than *any* beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not make a point to try it yourself? See whether *you* are one of those who find Carling's Red Cap Ale tastes even better than beer!

BETTER THAN BEER?

TRY CARLING'S RED CAP ALE AND SEE!

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TONY CURTIS

"ALL AMERICAN"



Red faces and pale faces are happy faces in the new Sport Chief jackets for all men and boys — for campus or care-free wear, you can't beat 'em! Waist hugging jacket of rayon & Nylon sheen gabardine with fancy ball checks. Lined with heavy satin quilted wool. About $12.95. Also available rayon lined $10.95 — and you can get *absolutely free* a handsome gold dipped Indian key chain by writing to the address below.

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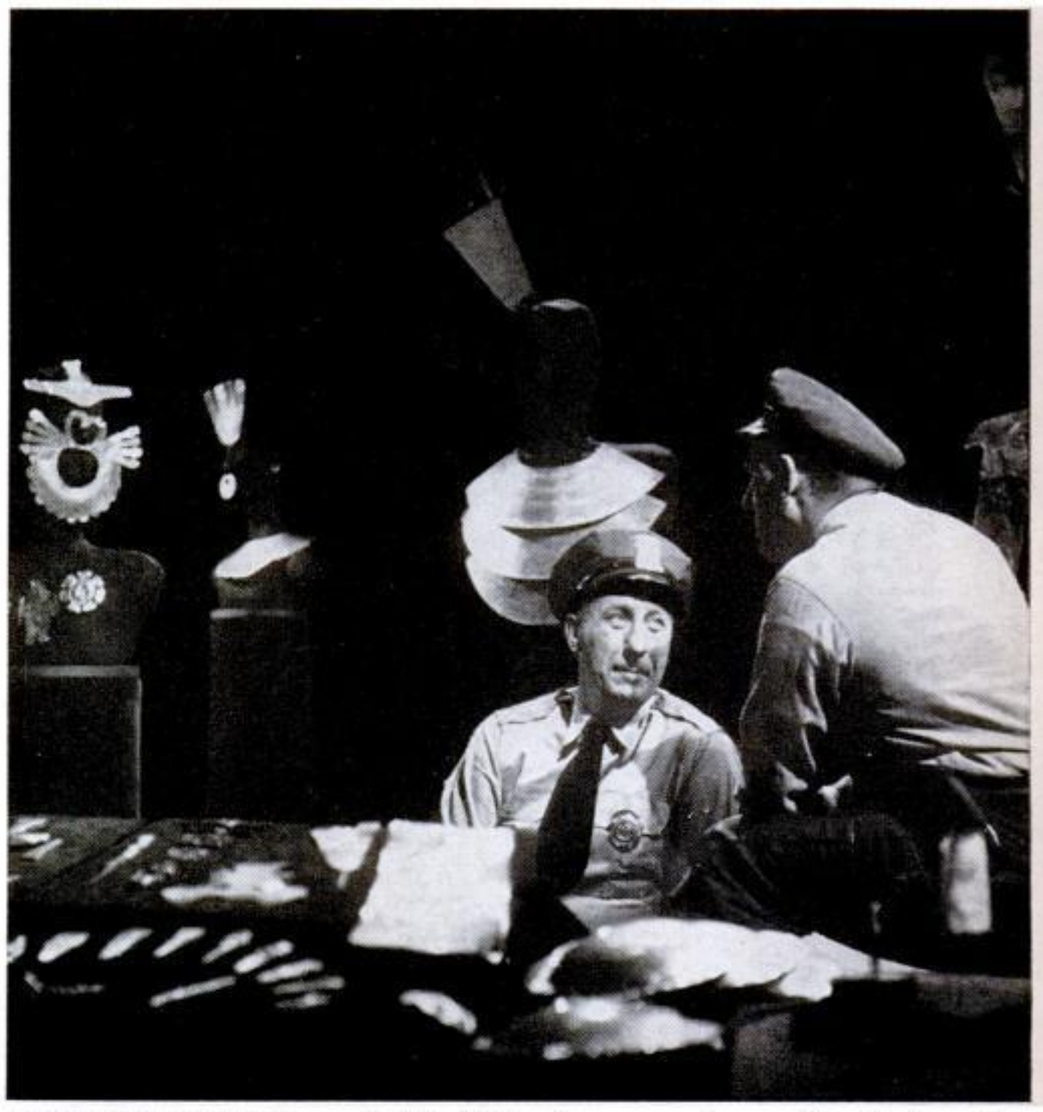
TONY CURTIS
star of "ALL AMERICAN"
A Universal-International production

Sport Chief
NEW YORK





HOW SHADOWS ARE CAST for the TV camera (*above*) is shown as actors are caught (*below*) by a light which throws their outlines on the screen.



INCA TREASURE, guarded by Pinkertons, was shown after shadow play. Museum of Natural History provided treasure, collaborates on all shows.

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for twenty-one years the preferred name in cereals for baby



4 varieties at your druggist's or grocer's

Boon to Mother Safe for Baby!

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Four different-tasting Pablum® Cereals give baby the *variety* he craves, plus high nutritional values so important up through his second and third year.



Time for Baby's Visit To the Doctor's?

Don't put it off! He is anxious to help you, even with your smallest problem. Remember, he is the expert when it comes to knowing what is best for your baby.



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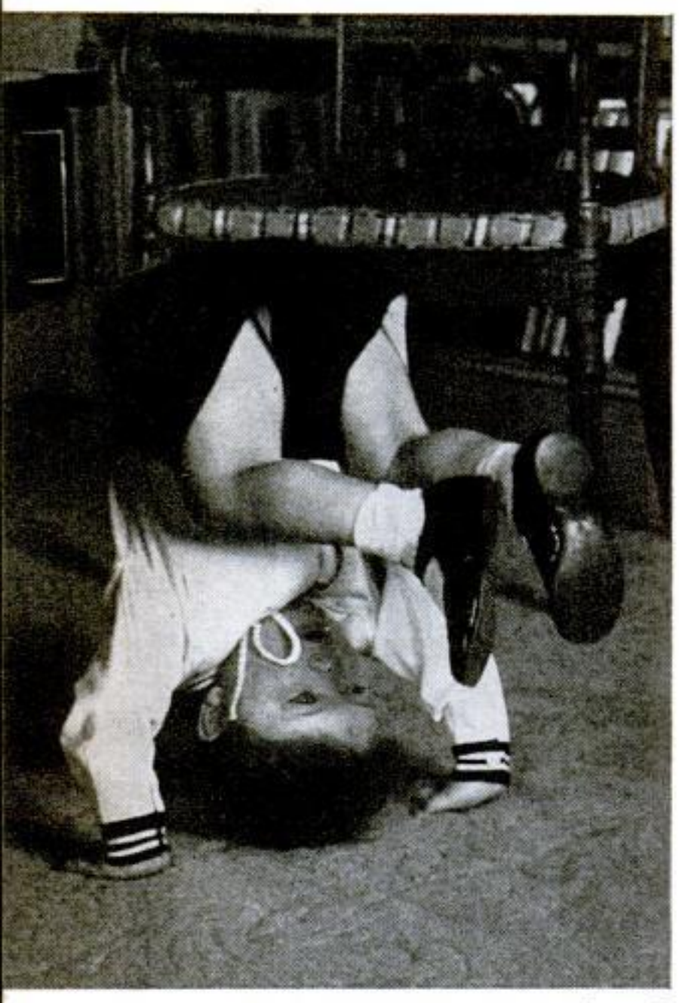
NONPLUSED because tea is all gone, Stan slaps head, copying a favorite gesture his father uses studying symphonic scores.

Life Visits

The Stokowski Family

TEA TIME IS SONS' PLAY TIME

Since their marriage eight years ago, Conductor Leopold Stokowski and Heiress Gloria Vanderbilt have successfully kept their private life private and have carefully shielded their two children, 3-year-old Leopold Stanislanovicz ("Stan") and Christopher, aged 19 months, from the public eye. But recently Mrs. Stokowski was so intrigued by the work of a young photographer named Margery Lewis that she invited her over to their New York home to take pictures of a family custom —4 o'clock tea in the drawing room. Both Mr. Stokowski and his wife were nervous at first, but soon relaxed while the photographer took pictures of the two boys sitting politely at table, then somersaulting and playing tag with their famous father. Like any doting parents, the Stokowskis were delighted by the results and gave LIFE permission to show its readers the first pictures of their family life ever printed.



SOMERSAULT is performed after tea by Stan who flops over on the drawing room carpet to show off a trick he just learned.



PIGGYBACK ends with young Chris biting his tongue as Stokowski backs toward couch and Gloria tries to help her son off.



POURING TEA, later heavily spiked with milk, Leopold holds son Chris on lap. Children are usually dressed in sailor suits.

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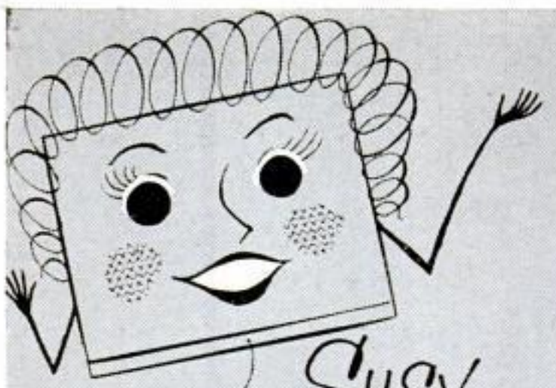
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DURING PARTY Stokowski smiles benignly as he catches son at game of tag. When he isn't rehearsing, he plays with children, often takes them to park.



AFTER PARTY, with children off to bed, Stokowski poses for an affectionate portrait with pretty wife, 29, who paints and will have a show in October.

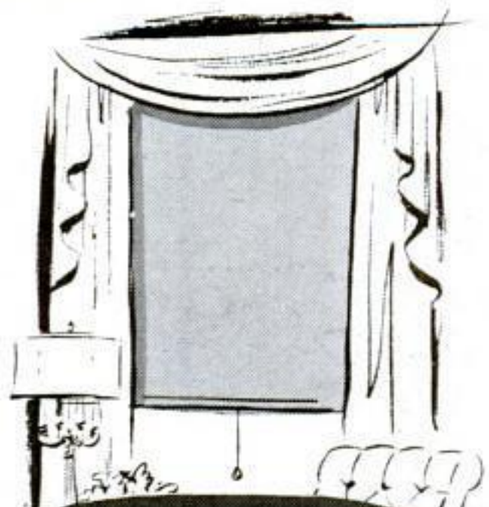


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It's so easy to create *completely* charming windows . . don't do half a job! When you buy new curtains or draperies . . buy fresh, clean, *new* window shades as well . . in colors to complement your decoration. And be sure . . for true economy, longer wear, better appearance, your shades are the finest . . made of CLOTH.

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- **fit every window!** For smallest casement or widest picture window . . there's a cloth shade easily available, inexpensively priced.
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- **easiest to care for!** No special brushes . . no long, hard work! Cloth shades look lovelier longer . . with least effort.

Why not look over your window shades . . *now?* Take them down . . measure rollers from metal tip to metal tip with yardstick. *Then see your local dealer for fine, new cloth shades.* Be sure the wrapper says CLOTH!



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Beautifully illustrated, and written with a clear understanding of the mother-daughter relationship, this booklet has helped many mothers explain menstruation to their daughters.

Your copy will be sent to you *free* by the makers of Modess. Just write: Anne Shelby, Box 5335-9, Personal Products Corp., Milltown, N. J., or mail coupon below.

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Please send me a *free* copy of "How Shall I Tell My Daughter?"
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Every week is opening night

Being a comedian these days isn't the easy job it was in the old vaudeville days, when one routine lasted for many years. Today, every week is opening night and our biggest problem is the never-ending search for new material and new ideas. Fortunately, my writers and I are constantly able to find a world of material in the news of the day. Week after week, for example, we find that LIFE's coverage of the news is one of the simplest and most graphic ways we know to find out what people are doing and thinking about. LIFE always seems to put its finger on the events that are most interesting to most people. LIFE's a new show every week.

The summer before last, I left the country for six weeks to entertain in Korea and when I returned, I was delighted to find that my wife, Mary, had saved the six issues of LIFE that were published during my absence. So one of the first things I did was catch up on life in these United States and around the world.

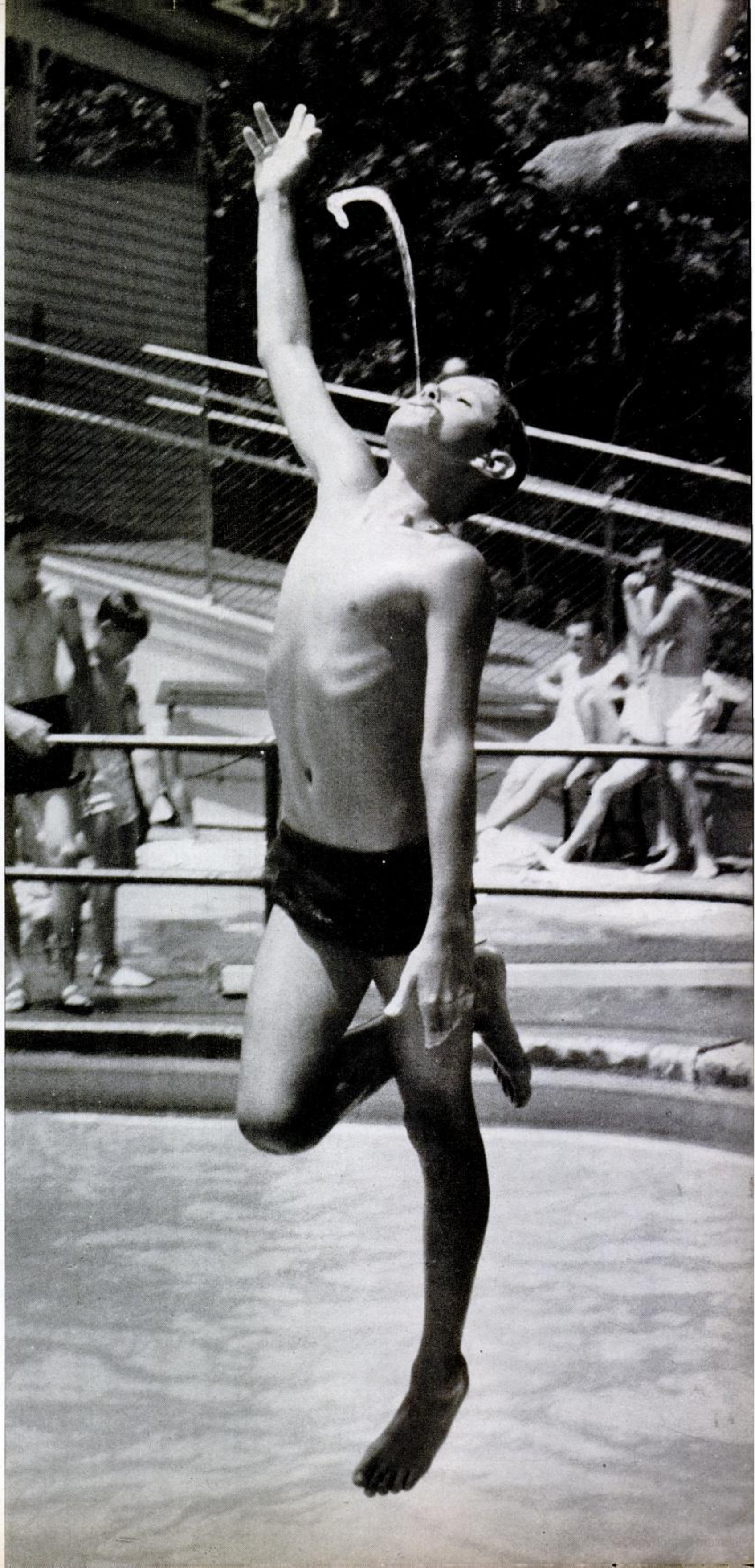
And I must admit the price is right, too.

By JACK BENNY

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A SQUIRT IN THE SUN

During the hot summertime days in Washington, which is often credited with having the worst climate in the world, many sweltering citizens cool off in the swimming pool at Glen Echo Amusement Park. LIFE Photographer Mark Kauffman, spending a day there with his family, found himself fascinated by the antics of children diving and jumping into the water. The result was this picture of a youngster, an unknown hero of Glen Echo jumping, stretching and exultantly squirting like a fountain, all at the same time.



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What does
MAUREEN O'HARA do

...when she's having her coffee?
...when she's finished a scene?
...when she studies a script?
...when she's entertaining?

She lights up a Camel!





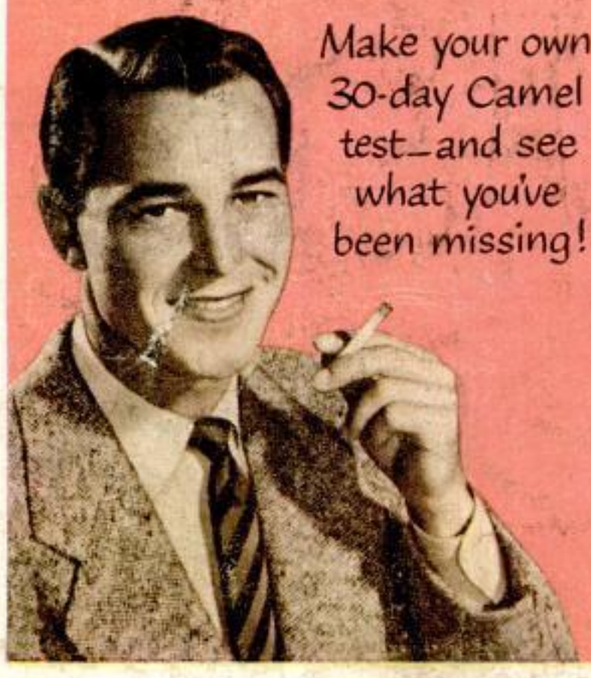
Lovely red-haired actress, Maureen O'Hara, is one of the many Hollywood stars who smoke America's most popular cigarette, Camels! Some of the others are John Wayne, Alan Ladd, Tyrone Power, Jane Greer, Marge and Gower Champion, Charlton Heston.

for Mildness and Flavor

Camels agree with more people

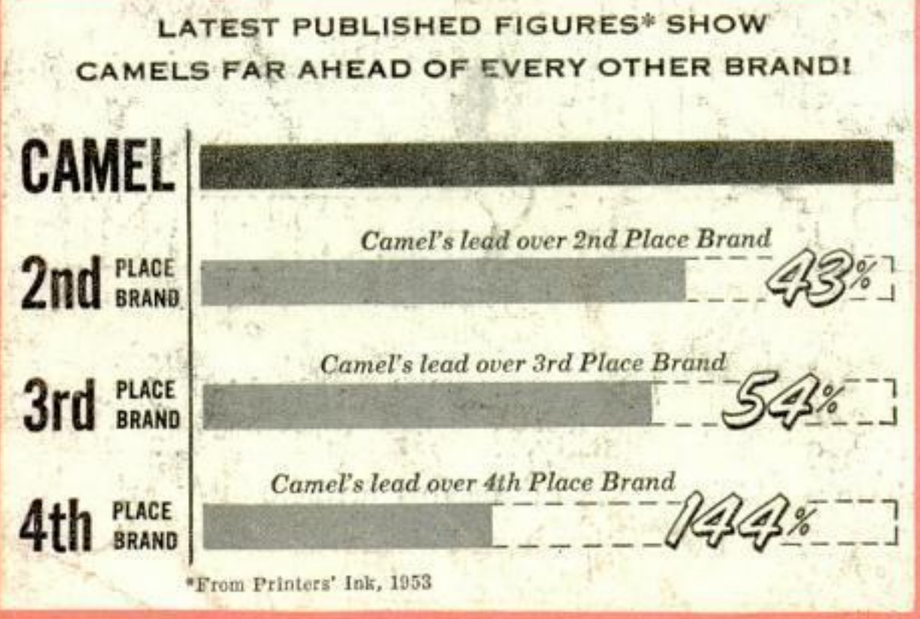
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